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## Affect Engineering: A Unified Field Theory of Emotion (Hardback)

By Marcus Caesar Woods

Squared by Woods Books, United States, 2014. Hardback. Book Condition: New. Marcus Caesar Woods (illustrator). 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.What is Affect Engineering? Is it a no-nonsense approach to modeling emotions that utilizes the universal language of math to simulate them? Is it a smart and sophisticated system for organizing one of the most complex and controversial topics in the social sciences? Is it survival guide for the stoic trapped in a melodramatic world? Is it a must have for understanding that phlegmatic friend nearly everyone has, or oneself if otherwise? Is it all of these things and more? Marcus Woods is the author of Affect Engineering: A Unified Field Theory of Emotion. Armed with little more than a pencil, a calculator, and a few dictionaries, he takes on the herculean task of building a grand theory of emotion. He makes use of logic, calculus, cognitive psychology, biology, physics, whimsically drawn black and white comic strips, and a whole lot of imaginary numbers in order to model something that everyone seems to have but no one knows how to describe. Marcus is a pioneer in unconventional thinking. His interests include...



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