

# Neuroscience can be used for good or for evil; this one might fall in the evil bucket

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 [devblogs.microsoft.com/oldnewthing/20081204-01](http://devblogs.microsoft.com/oldnewthing/20081204-01)

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Raymond Chen

*Marketplace* radio interviews [Martin Lindstrom](#), author of *Buyology: Truth and Lies About Why We Buy* (another book in the series *Short catchy title: Long boring subtitle*) about how stores get people to buy more stuff by taking advantage of how our brains are wired.

(Unfortunately, at the time I checked, the *Smell* and *Beer* bonus tracks were broken. You can try to console yourself with Paddy Hirsch's [explanation of margin calls in terms of Girl Scout Cookies](#).)

**Update:** The *Smell* and *Beer* links work now.

[Raymond Chen](#)

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