



Keep It Fake: Inventing an Authentic Life

Eric G. Wilson

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Shoot straight from the hip. Tell it like it is. Keep it real.

We love these commands, especially in America, because they appeal to what we want to believe: that there's an authentic self to which we can be true. But while we mock Tricky Dick and Slick Willie, we're inventing identities on Facebook, paying thousands for plastic surgeries, and tuning in to news that simply verifies our opinions. Reality bites, after all, and becoming disillusioned is a downer.

In his new book *Keep It Fake: Inventing an Authentic Life*, Eric G. Wilson investigates this phenomenon. Hedraws on neuroscience, psychology, sociology, philosophy, art, film, literature, and his own life to explore the possibility that there's no such thing as unwavering reality. Whether our left brains are shaping the raw data of our right into fabulous stories or we're so saturated by society's conventions that we're always acting out prefab scripts, we can't help but be phony.

But is that really so bad? We're used to being scolded for being fake, but Wilson doesn't scold--because he doesn't think we need to be reprimanded. Our ability to remake ourselves into the people we want to be, or at least remake ourselves to *look* like the people we want to be, is in fact a magical process that can be liberating in its own way. Because if we're all a bunch of fakes, shouldn't we embrace that? And if everything really is fake, then doesn't the fake become real--really?

In lively prose--honest, provocative, witty, wide-ranging (as likely to riff on Bill Murray as to contemplate Plato)--*Keep It Fake* answers these questions, uncovering bracing truths about what it means to be human and helping us turn our necessary lying into artful living.

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Nancy Garcia:

This book untitled Keep It Fake: Inventing an Authentic Life to be one of several books which best seller in this year, that is because when you read this book you can get a lot of benefit in it. You will easily to buy this specific book in the book retail outlet or you can order it through online. The publisher with this book sells the e-book too. It makes you more readily to read this book, as you can read this book in your Smartphone. So there is no reason to you personally to past this publication from your list.

Carol Boissonneault:

A lot of people always spent their own free time to vacation or go to the outside with them friends and family or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or perhaps playing video games all day long. If you wish to try to find a new activity that is look different you can read a book. It is really fun to suit your needs. If you enjoy the book that you just read you can spent 24 hours a day to reading a book. The book Keep It Fake: Inventing an Authentic Life it is quite good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. When you did not have enough space to develop this book you can buy typically the e-book. You can m0ore very easily to read this book out of your smart phone. The price is not to cover but this book provides high quality.

Robert Watts:

In this period of time globalization it is important to someone to find information. The information will make anyone to understand the condition of the world. The healthiness of the world makes the information much easier to share. You can find a lot of sources to get information example: internet, classifieds, book, and soon. You will see that now, a lot of publisher that will print many kinds of book. The particular book that recommended to your account is Keep It Fake: Inventing an Authentic Life this reserve consist a lot of the information on the condition of this world now. This specific book was represented how do the world has grown up. The vocabulary styles that writer require to explain it is easy to understand. The writer made some investigation when he makes this book. That is why this book appropriate all of you.

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