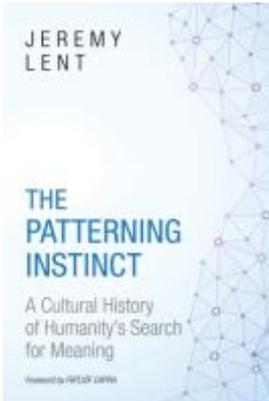


PRESS RELEASE



The Patterning Instinct

A Cultural History of Humanity's Search for Meaning

By Jeremy Lent

Foreword by Fritjof Capra

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'A tour de force on the biological and psychological background of the human predicament.'

-Paul R. Ehrlich, author of *Human Natures*

In 1405 Admiral Zheng set off from China with the greatest armada in history, leading 300 ships on a thirty year odyssey to lands as far afield as Africa. Later that century, Columbus landed in the New World with three barely seaworthy boats. Zheng's armada, for all its grandeur, left virtually no imprint on the world while Columbus changed the entire course of history. Why?

In his new book, **THE PATTERNING INSTINCT**, author **Jeremy Lent**, a pioneer of the new field of **cognitive history**, suggests that even if Zheng had discovered America, the Chinese would never have conquered the New World because they were driven by a fundamentally different set of motivations from European explorers. Lent offers new perspectives on crucial aspects of history, including why the Scientific Revolution occurred in Europe and not in China or Islamic civilization, and how the rise of agriculture fundamentally changed the human experience.

THE PATTERNING INSTINCT investigates how different cultures have made sense of the universe and how their underlying values have affected the course of history. From the first farmers to Chinese sages to the trailblazers of the Scientific Revolution, Lent shows how humanity's unique ability to pattern meaning into the cosmos has constructed the world we live in today. His approach is based on a simple but compelling theme: **Culture shapes values, and those values shape history.**

Lent ends by looking to the future, arguing that our current crisis of unsustainability is not an inevitable result of human nature but is culturally driven: a product of structural elements in Western modes of thought that could conceivably be reshaped.

A visionary and compelling book, **THE PATTERNING INSTINCT** is aimed at anyone who is interested in how different cultures make meaning from the universe, how history has shaped the modern world, and where our civilization is headed.



About the Author: *Born in London and a graduate of Cambridge University* **Jeremy Lent** is a writer, activist and founder/president of the nonprofit Liology Institute, dedicated to fostering a worldview that could enable humanity to thrive sustainably on the earth. He lives in California, and is available for interview and for writing articles. Author website: jeremylent.com.

Jeremy Lent will be in the UK in July 2017.

Video: Jeremy Lent discussing themes from The Patterning Instinct