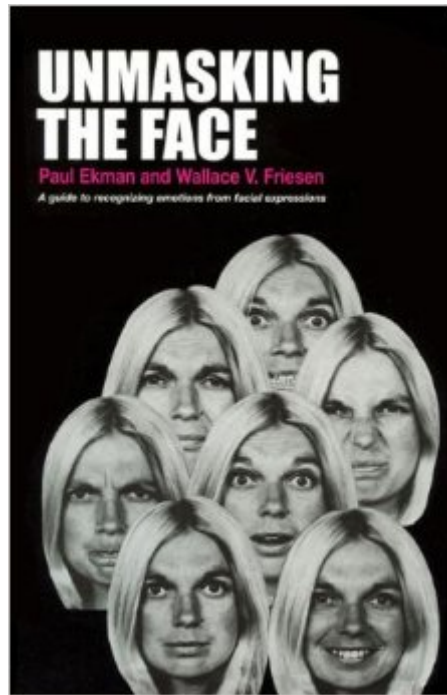


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# Unmasking The Face



## Synopsis

This reprint edition of Ekman and Friesen's breakthrough research on the facial expression of emotion uses scores of photographs showing emotions of surprise, fear, disgust, anger, happiness, and sadness. The authors of UNMASKING THE FACE explain how to identify these basic emotions correctly and how to tell when people try to mask, simulate, or neutralize them. It features several practical exercises that help actors, teachers, salesmen, counselors, nurses, law-enforcement personnel and physicians -- and everyone else who deals with people -- to become adept, perceptive readers of the facial expressions of emotions.

## Book Information

File Size: 2135 KB

Print Length: 212 pages

Publisher: Malor Books (August 17, 2009)

Publication Date: August 17, 2009

Sold by:Â Digital Services LLC

Language: English

ASIN: B002NGO5IC

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #91,508 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #20 inÂ Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Counseling & Psychology > Experimental Psychology #24 inÂ Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Counseling & Psychology > Forensic Psychology #30 inÂ Books > Medical Books > Psychology > Experimental Psychology

## Customer Reviews

I have been a writer since I was fourteen years old. Being a writer, you watch people, you study them from afar, you take note of those small looks, those simple smiles, those cringed expressions, and those annoyed twitches that define their feelings on any host of a number of topics or events. People become easy to figure out. I've been a salesman, and the rule of thumb there is, you have seven seconds, from the point that you outstretch your hand, to the point that you say, "Hello, how

are you today?" to size a person up, to figure out what type of mood they're in, are they serious about buying, or are they there really to just look. As a heavy man with a taste for beautiful women, you have to know when a woman is interested, when she wants that moment of escalation, when it's the right time to touch her hand, and the right time to kiss her, and the right time to suggest a change of venue. And last but not least, at a poker table, asking those four simple words, "Do you have them?" can mean all the difference between walking home with empty pockets and walking home with a few extra thousand dollars. People wear their emotions on their sleeves, whether they want to admit it or not, we are all emotional creatures, bound to bouts of anger, happiness, sadness, contempt, disgust, fear, and surprise. This book is a great book to start your education with, though I'm personally more in favor of *Emotions Revealed* by Eckman. This is an informative book, well written, with the strongest grasp you're going to find on the topic of facial expressions that is not in the academic field. I will be the first to say, for those who have a great interest in understanding how to read people, that this book is not the only material you will ever need.

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