



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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Jose Wilson:

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Norma Dickerson:

People live in this new moment of lifestyle always try to and must have the time or they will get great deal of stress from both everyday life and work. So , when we ask do people have time, we will say absolutely indeed. People is human not a robot. Then we ask again, what kind of activity do you have when the spare time coming to a person of course your answer will certainly unlimited right. Then ever try this one, reading publications. It can be your alternative throughout spending your spare time, typically the book you have read is definitely Keep It Fake: Inventing an Authentic Life.

Floyd Lipp:

In this particular era which is the greater person or who has ability to do something more are more treasured than other. Do you want to become one of it? It is just simple solution to have that. What you are related is just spending your time not much but quite enough to enjoy a look at some books. One of several books in the top list in your reading list is usually Keep It Fake: Inventing an Authentic Life. This book that is certainly qualified as The Hungry Hills can get you closer in turning out to be precious person. By looking upwards and review this e-book you can get many advantages.

Tracey Cook:

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