



# 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. He draws 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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#### **Ora Barbour:**

Precisely why? Because this Keep It Fake: Inventing an Authentic Life is an unordinary book that the inside of the book waiting for you to snap the item but latter it will shock you with the secret the item inside. Reading this book close to it was fantastic author who all write the book in such wonderful way makes the content inside easier to understand, entertaining technique but still convey the meaning entirely. So , it is good for you because of not hesitating having this any more or you going to regret it. This phenomenal book will give you a lot of advantages than the other book have such as help improving your expertise and your critical thinking method. So , still want to hold off having that book? If I were you I will go to the publication store hurriedly.

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