



Cappelen Damm 2014

400 pages

Original title: *Bløff. Hvordan juks og selvbedrag gjør oss til ekte mennesker*

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Bår Stenvik

## Bluff

Cheating and deception are not considered our most noble skills, but without them we would hardly be human. No matter how sophisticated and enlightened we become, we keep agonizing over whether we are experiencing "true love" and are in touch with our "true selves".

Can a forgery be real art? How do you recognize a liar? What is honest in war and politics? *Bluff* examines what we consider true and false, and why we are so busy keeping them apart. A constant yearning for realness and authenticity echoes throughout our culture, advertising, politics and identity struggles, creating ever-expanding markets for new bluffs. What is real, what is fake and artificial? How does trust work? Can true love be faked? Why are we so fascinated by deception? Bår Stenvik reviews immediate and ancient history, visits a defense research institute and attends seduction classes, interviews art historians and neuroscientists, and ties it all together into an entertaining story about what repels, fascinates, and defines us: lies, deceit, and self-deception.

## Bår Stenvik

Bår Stenvik is a Norwegian journalist. He has studied English, literature, and musicology, graduating with an M.A. in Liberal Studies from New School for Social Research in New York. He was awarded with The Booksellers' Non-Fiction Prize 2012 for *Dirt* (2011) - a journey in dirt and bad smells, through historical and cultural examples. The book is personal in tone, drawing on the author's own life experience, from rural upbringing to urban youth and international travels.



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