

WHY WE LAUGH a new understanding

- DO YOU LIVE OR WORK WITH SOMEONE WHO HAS AN "OFFBEAT" SENSE OF HUMOR ?
- HAVE YOU EVER THOUGHT ABOUT THE DIFFERENCE BETWEEN LAUGHING WITH SOMEONE AND AT SOMEONE ?
- HAS YOUR SENSE OF HUMOR EVER GOTTEN YOU IN TROUBLE ?
- ARE YOU CURIOUS ABOUT CULTURAL DIFFERENCES IN HUMOR ?
- DO YOU HAVE FRIENDS WHO LAUGH AT ALMOST ANYTHING...
...OR AT ALMOST NOTHING ?
- EVER WONDER WHY LAUGHTER IS SOMETIMES CONTAGIOUS ?
- DO YOU KNOW A CHILD WHO'S BEEN THE TARGET OF A BULLY'S MALICIOUS HUMOR ?



➤ How CAN LAUGHTER be both entirely familiar *and* completely mysterious? Laughter—and the humor we use to inspire it—touch each of our lives, continually shaping relationships with friends, family and coworkers, both positively *and* negatively. And yet for over two millennia, philosophers and behavioral scientists have failed to work out a comprehensive theory to explain the meaning and purpose behind this most curious of human expressions.

➤ *WHY WE LAUGH* presents the first theory to do just that. It reveals the universal message behind *every* laugh, by *every* individual, in *every* circumstance. It uncovers the four fundamental motivations for our laughter. And it answers the most persistent questions relating to individual and cultural differences, bullying behavior, and laughter's relationship to humor, smiles, and play.

➤ JOHN CHARLES SIMON is a biologist and currently a Research Coordinator in the University of Florida's Department of Wildlife Ecology and Conservation. He has studied the ecology, movements, or communication behavior of over 150 species during his nearly 30-year career.

SOLVING A 2,400-YEAR-OLD MYSTERY OF HUMAN BEHAVIOR



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WHY WE LAUGH a new understanding

"A thought-provoking theory that answers every major question about why humans laugh. Fascinating and fun!" — JOHN TENZA • PRESIDENT, QUESTION MASTERS

WHY WE LAUGH
a new understanding



A SIMPLE, YET COMPREHENSIVE NEW THEORY TO EXPLAIN WHY WE LAUGH, WHY WE DON'T, AND WHY IT MATTERS

JOHN CHARLES SIMON

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