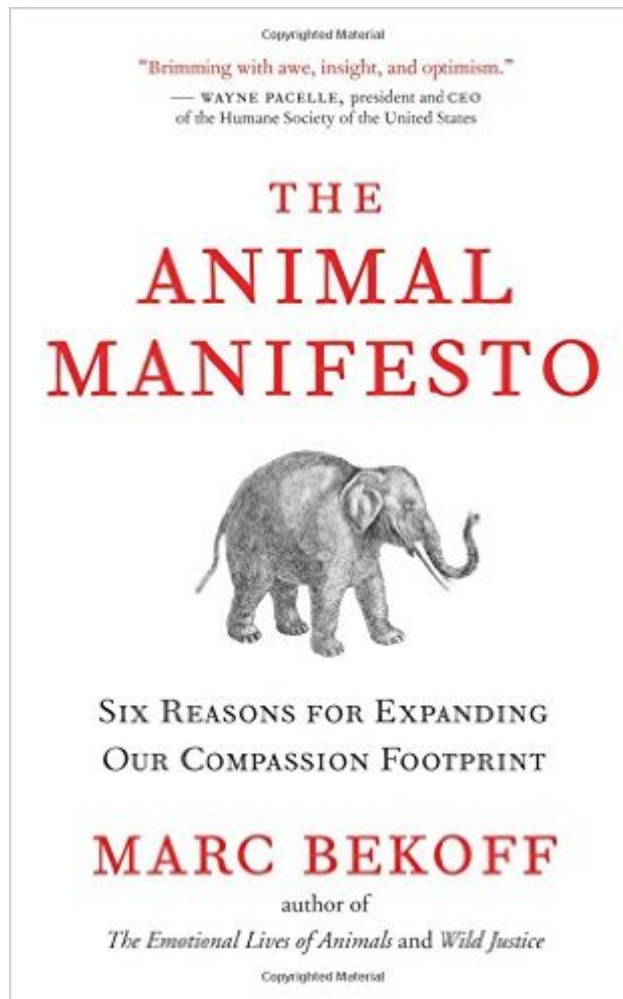


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The Animal Manifesto: Six Reasons For Expanding Our Compassion Footprint



Synopsis

In this inspirational call to action, Marc Bekoff, the world's leading expert on animal emotions, gently shows that improving our treatment of animals is a matter of rethinking our many daily decisions and expanding our compassion footprint. • He demonstrates that animals experience a rich range of emotions, including empathy and compassion, and that they clearly know right from wrong. Driven by moral imperatives and pressing environmental realities, Bekoff offers six compelling reasons for changing the way we treat animals — whether they're in factory farms, labs, circuses, or our vanishing wilderness. The result is a well-researched, informative guide that will change animal and human lives for the better.

Book Information

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Customer Reviews

I consider myself an animal lover. I'm on the board of Friends of Bonobos, an NGO that supports bonobo conservation in Congo. I put out bird seed in winter. I have a spoiled dog. So when Marc Beckoff sent me his new book *The Animal Manifesto*, I prepared to settle in for a smug read. It wasn't. Instead I was alarmed at how careless I was, not about animals I was surrounded with day to day, but about animals I couldn't see. For instance, where does my meat come from? I'm not a vegetarian, and previous to the *Animal Manifesto*, the only thought I put into buying meat was whether it tasted good. After reading Beckoff's book, I realised that by one tiny change - buying meat at the farmer's market that was grass fed, free range, and humanely slaughtered - I could make a difference. Not only that, but it meant my meat was antibiotic and other hormone free, which recent research shows is super helpful to my health. It's easy to get overwhelmed by the long

list of our cruelty against animals, but by the end, Beckoff didn't make me feel sad or guilty. It made me determined to change my behaviors in small ways that can make a difference. If you aren't an animal lover at all, Beckoff sets out a convincing argument for the sentience of animals. He synthesises a wonderful mix of evidence primary literature and personal stories that will leave the greatest skeptic reeling. And even if you aren't convinced, (and I don't see how this is possible), there's the question of what kind of person you want to be, what kind of person you want your kids to be, what kind of person you want to be with. I once knew someone who used to crush chicks in his hands. He didn't think they couldn't feel, he didn't enjoy their pain, he just didn't care.

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