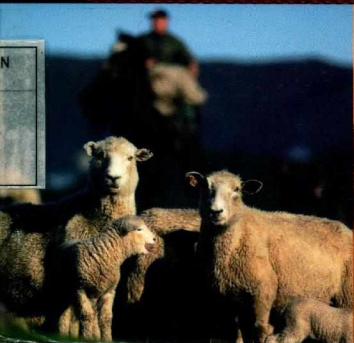


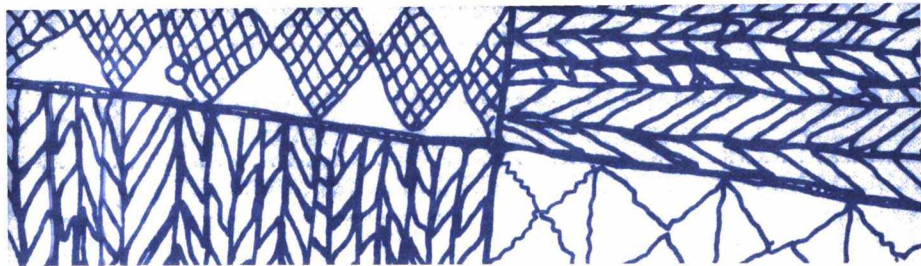


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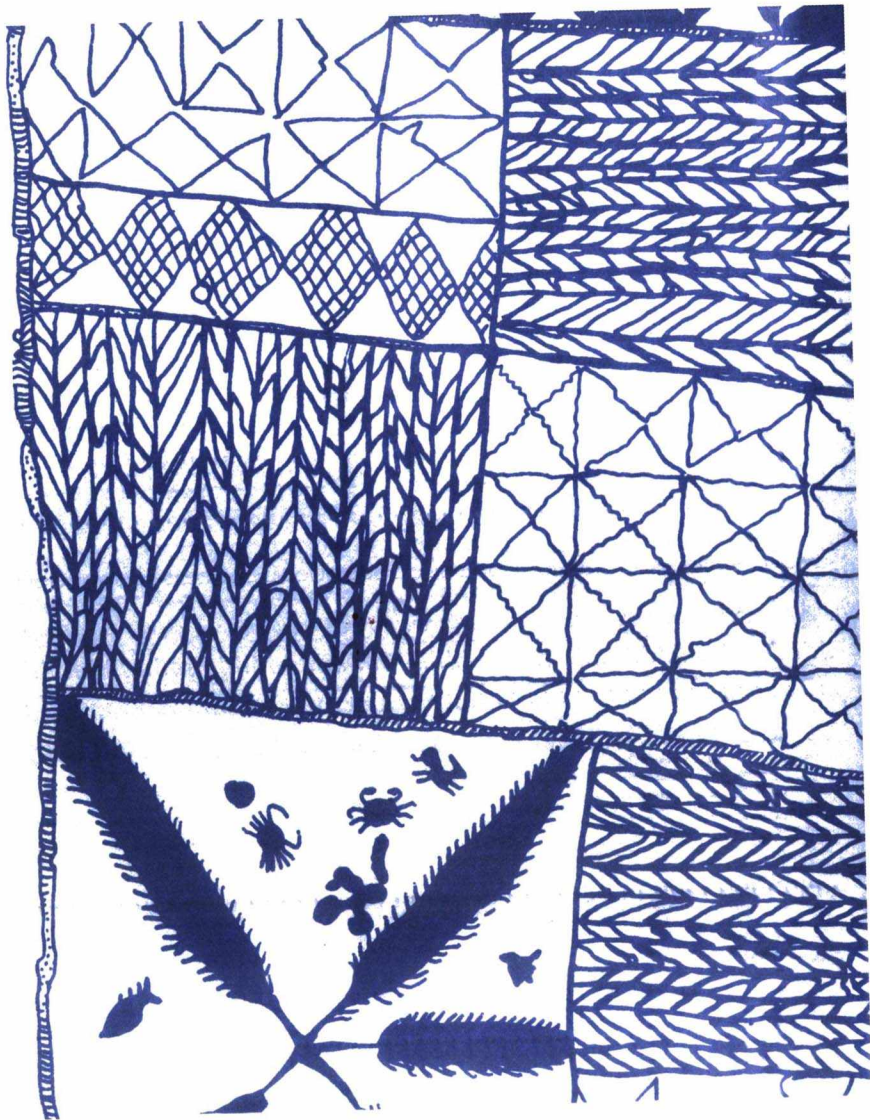
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University of British Columbia 



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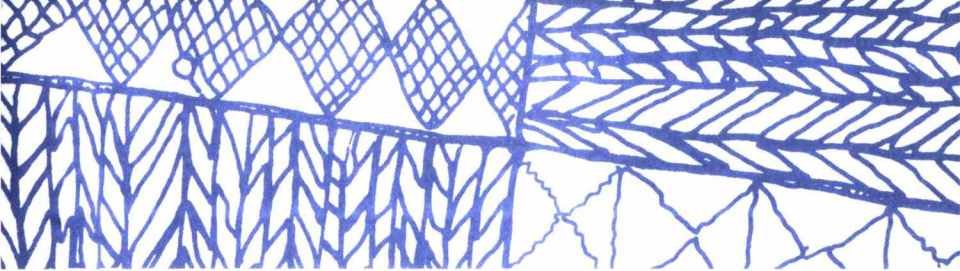
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Dedication

For Nariko, Seiji, and Kokoro



ABOUT THE AUTHOR

Steven J. Heine (Ph.D. University of British Columbia) is Professor of Social and Cultural Psychology and Distinguished University Scholar at the University of British Columbia. His research focuses on meaning, genetic essentialism, and cultural influences on motivations. He has published over sixty articles in such periodicals as *Science*, *Nature*, *Behavioral and Brain Sciences*, and *Psychological Review*. He received the Distinguished Scientist Early Career Award for Social Psychology from the American Psychological Association in 2003 and the Career Trajectory Award from the Society of Experimental Social Psychology in 2011. He lives with his family in Vancouver.

