

An End to Upside Down Thinking

An End to Upside Down Thinking: Dispelling the Myth That the Brain Produces Consciousness, and the Implications for Everyday Life

By Mark Gober

A Revelatory Look at the Evidence that Upends the Scientific & Public Belief That the Material World is the Foremost Reality—and How That Reversal Explains Our Seeming “Wizard-Like” Abilities

Whether you realize it or not, most of modern society's thinking is based upon a philosophy known as "materialism"—the notion that physical material, known as "matter," is fundamental in the universe. In other words, it's the basis of all reality. Everything is comprised of matter, and everything can be reduced to matter.

But a fascinating read through Mark Gober's **An End to Upside Down Thinking: Dispelling the Myth That the Brain Produces Consciousness, and the Implications for Everyday Life** and you will know otherwise.

This compelling book marshals the clear evidence and makes the case that consciousness is the force that precedes matter—and upends all of the scientific and popular thinking that the brain (matter) creates consciousness. Science dismisses any evidence to its contrary position—a position it can't prove--relegating the "matter-produces-consciousness" argument to nothing more than unfounded belief and faith—just another a form of "religion," Gober holds.

But once he begins to cite the evidence that consciousness is the basis of all reality and can create or transform matter, that's where things get REALLY interesting in **An End to Upside Down Thinking**. Gober re-examines the seeming "wizard-like" gifts of telepathy, remote viewing, precognition, psychokinesis, near-death experiences and remembrance of past lives through this new filter, bringing forth the scientific studies that support this viewpoint...and even if you've read some studies in the past, there are new ones here that will astonish you, along with remarkable, overwhelming statistics that will leave you with little doubt.

"One of the most incisive indictments of the materialist view of consciousness....
Viva la revolución!"

—Larry Dossey, MD, *New York Times* bestselling author

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MARK GOBER

Gober uses the analogy that reality is like a stream of water where water represents consciousness, and each of us is a whirlpool (a localization of consciousness). The whirlpools are made of water (consciousness) and are simply part of the broader stream that is normally filtered out of our perception. It's there--we just don't normally perceive it unless we have a mystical or transcendental experience (e.g., psychedelics, near-death experiences, meditation techniques, etc.). Separation is therefore an illusion; the water is always part of the broader stream even if there is the appearance of individual whirlpools. The water also never disappears, it just changes form when the whirlpool dissipates (i.e., consciousness survives physical death). And water from one whirlpool can get into another whirlpool if a whirlpool opens up/delocalizes (i.e., psychic abilities such as telepathy).

But after masterfully building the case for this perception, Gober goes further, painting a picture of how life could be different if we did indeed accept that all flows from consciousness and we are all part of the one consciousness (the stream.) How could we apply this for an expansive, more gratifying, peaceful and incredibly exciting, unlimited, multidimensional future!

Gober has built a nearly unassailable case. Most of all he calls for more research to get to the truth of our consciousness-driven existence unbiased by traditional scientific skepticism.

Gober, a partner in a Silicon Valley investment bank and strategy firm, has been drawn to life's big questions starting from his years as a Princeton undergrad. Physics—particularly astrophysics fascinated him, but he was too far into his economic major and other obligations to make the switch. As a compromise, instead of studying the invisible forces that govern the universe, he elected to study the invisible forces that govern human judgment and decision making—psychology/behavioral economics. But these big existence questions continued to plague him until he began the research which converted him from a “materialist” and ultimately propelled him to write the book –for every other hard core “materialist” still out there.

An End to Upside Down Thinking, priced at \$19.95, is available on [Amazon.com](#), [BarnesandNoble.com](#) and other selected booksellers. It is also available as an audio book for \$29.95.

Title: An End to Upside Down Thinking: Dispelling the Myth That the Brain Produces Consciousness, and the Implications for Everyday Life

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What They Are Saying....

Mark Gober's question sums up the entire conundrum about what we thought we knew but turned out to be false or at least highly questionable knowledge: If consciousness isn't just a product of the brain, and if it survives the death of the physical body—beyond space and time—then how does it fit into our picture of the universe? We thought we knew what the real world is really like, namely that it is material and that consciousness is the product of a material brain. But what if the world isn't, and the brain isn't? What kind of a world is it then, and what kind of consciousness do we have then? Mark seeks an answer in clear and meaningful terms. A great service to the cause of advancing knowledge and its proper application to our thinking and our life. A big vote of thanks to him for helping to bury the outdated, but not yet outmoded, materialism of our time. —**Dr. Ervin Laszlo, two-time Nobel Peace Prize nominee, author of more than 75 books, philosopher of science and systems theorist**

What if our most basic assumptions about our understanding the mind are wrong, upside down? Mark Gober has created for the public a remarkable research and philosophy-based synthesis about one of the most challenging areas to understand, the infamous "hard problem" of consciousness. This book is a delight and easy to read. To be humble about current conceptions of how our mind works, and open minded to alternative perspectives than pure materialism, has the potential to promote a leap in scientific discovery, much needed evolution in human consciousness, and a more compassionate society.—**Elissa Epel, PhD, Professor, Department of Psychiatry, UCSF, and co-author of *The Telomere Effect*, a New York Times bestseller**

Ever wonder why you are thinking of someone and moments later they call or connect to you? Magic? Coincidence? Maybe not. New information on what we call phenomena is brilliantly shared in this must-read book! New pathways of the mind will open and perhaps shift your perception of reality, time and space and above all consciousness! Bravo. —**Goldie Hawn**

Almost everything you learned in school about who and what you are is wrong. In *An End to Upside Down Thinking*, Mark Gober, a Princeton-trained financier and hardcore rationalist, describes his shock at discovering that this is not some wild conspiracy theory, but an open secret supported by solid scientific evidence. If you'd like to know what was left out of your college education, there's no better place to begin than this easy-to-read survey of the mind-boggling nature of reality and your place in it.—**Dr. Dean Radin, chief scientist at the Institute of Noetic Sciences**

A comprehensive overview. Well done.—**Rupert Sheldrake, PhD, author of *Science Set Free***

The scientific study of the mind-brain relationship, including all manner of human experiences, combined with the deepest mysteries of modern physics, are leading to an unprecedented shift in human understanding of the nature of reality, one that many in the field feel will make the Copernican Revolution seem minuscule by comparison. In *An End to Upside Down Thinking*, Mark Gober provides a broad sketch of the relevant scientific lines of inquiry to support this inevitable, yet very empowering and optimistic, shift in understanding of the nature of human existence. Especially as one realizes the damage that has been done by our reigning materialistic paradigm and its false sense of separation, the promise of this newest unifying scientific revolution

becomes clear — we *must* grow into this new understanding, if for no other reason than to survive. — **Eben Alexander MD, neurosurgeon and author of *Living in a Mindful Universe* and *Proof of Heaven***

I love this book. An End to Upside Down Thinking will get you thinking. This book is full of positive, insightful and powerful information. — **Jack Canfield, New York Times bestselling author of *The Success Principles* and co-creator of *Chicken Soup for The Soul* book series**

Revolution is in the air, and Mark Gober is out front carrying a banner in his *An End to Upside Down Thinking*. He turns things right side up, explaining why consciousness is fundamental, nonlocal, and cannot be explained in terms of brain mechanisms. This is one of the most incisive indictments of the materialist view of consciousness I've read. Gober's message is urgent; he shows why our future depends on this course correction. Viva la revolución!—**Larry Dossey, MD, New York Times bestselling author**

Thoughts and realities that we thought were rock solid are shaken to the core in this terrific new book. An exposé that will force the reader to look at their individual assumptions about the very nature of how events happen and will continue to happen and be shocked that the universe isn't as orderly as they have always thought. You will think about what has been written here for many many months after you have read the last chapter.—**Barry Baker, Senior Advisor at Lee Equity**

Mark Gober's *An End to Upside Down Thinking* shows with broadly extensive examples how the conventional 19th century common sense dogmatic materialistic worldview has no basis in fact. Scientific revolutions always begin with a steady accumulation of anomalous evidence. The consciousness-as-reality revolution will likely be difficult as the current paradigm is deeply entrenched in seats of authority and power. This book promises to open the minds of many potential contributors to the growing mountain of anomalies and to the highly imaginative among us that can ground these puzzling phenomena in a comprehensive and clear theory. Send a copy to everyone you know...—**Loren Carpenter, computer scientist, founder of Pixar, and two-time Academy Award winner**

This book changes everything...You will re-examine your entire belief system and formulate a new framework for creating meaning in your life. Mark brilliantly connects scientific theories, research, and human experience to examine consciousness. Realizing that you may be dismissing or discounting information you are accessing through your consciousness has practical implications to enhance your life. You will trust your "intuition" more fully, feel more connected to others, be happier with yourself and be inspired. As the number of readers increases, the world will be a better place! Thank you, Mark!—**Ann Shippy, MD, author of *Mold Toxicity Workbook* and *Shippy Paleo Essentials***

In *An End to Upside Down Thinking*, Gober retrofits science with the tools it needs to move forward in the new world of empirical results that don't make sense according to materialist ways of thinking. By bringing the reader expertly, engagingly, and accessibly toward a new and more accurate understanding of the nature of the universe, he addresses the mysteries of time, space, and causality in an updated and decidedly revolutionary way.—**Julia Mossbridge, MA, PhD, cognitive neuroscientist and director of the Innovation Lab at the Institute of Noetic Sciences**

Mark Gober's masterful book, *An End to Upside Down Thinking*, is poised to create worldwide impact by redefining what it means to be human. Gober ultimately raises a question that is critically important in today's turbulent global climate: if we are truly and fundamentally interconnected, how should we treat one another? The implications extend to all aspects of our culture—from science, to politics, to education, to gender equality, and beyond. As Founder & CEO of Mogul, which enables millions of women worldwide to connect, share information, and access knowledge from each other across 196 countries and 40,000 cities, this book provides a new scientific lens through which equality and empowerment are only natural since we are all interconnected and part of the same whole. The time is now for a collective mindset shift at this pivotal juncture in human history; Gober's paradigm-shifting book is a catalyst that society desperately needs.—**Tiffany Pham, founder and CEO of Mogul**

An End to Upside Down Thinking

Mark Gober Biography



Mark Gober is an author whose worldview was turned upside down in late 2016 when he was exposed to world-changing science. After researching extensively, he wrote ***An End to Upside Down Thinking*** to introduce the general public to these cutting-edge ideas – all in an effort to encourage a much-needed global shift in scientific and existential thinking.

Even though his professional career has been in business, Mark always sought answers to life's challenging questions. As an undergraduate at Princeton University, he was drawn to astrophysics because he wanted to understand the universe. But because of his commitments as a four-year member (and later Captain) of Princeton's Division I Tennis Team, he decided that astrophysics would be too demanding. So instead of studying the invisible forces that govern the universe, he studied the invisible forces that secretly drive human behavior. Mark graduated *magna cum laude* with a degree in psychology, focusing on behavioral economics and wrote his thesis on Daniel Kahneman's Nobel Prize-winning Prospect Theory.

After college, he explored the universe through books for fun. But it wasn't until the summer of 2016 that he randomly stumbled across a series of podcasts that exposed him to some radical new ideas. Those ideas put into question the most basic assumptions about who and what we are as human beings. The more he researched, the more he realized that he needed to rethink everything that he thought he knew.

When he began relating to friends his research, they told him it changed the way they looked at life. *Their lives started to improve.* After he'd heard that multiple times, he realized it was time to share his research with a broader audience through his book and podcast so he could help more people.

When he isn't pursuing the world's biggest questions, Mark serves as a partner in Sherpa Technology Group, a firm that advises businesses on mergers & acquisitions and strategy. He previously worked as an investment banking analyst in New York. Mark has been quoted for his opinions on business and technology matters in Bloomberg Businessweek and elsewhere, and he has authored internationally published business articles.

In recognition for Mark's singular work on understanding the nature of consciousness, Dr. Ervin Laszlo (2-time Nobel Peace Prize nominee) recently named him as a Director at The Laszlo Institute of New Paradigm Research., where Mark serves Director of Corporate Relations.

For more information, visit www.MarkGober.com

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On Air Introduction

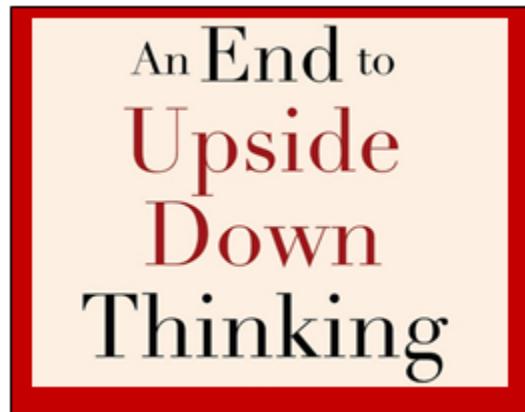
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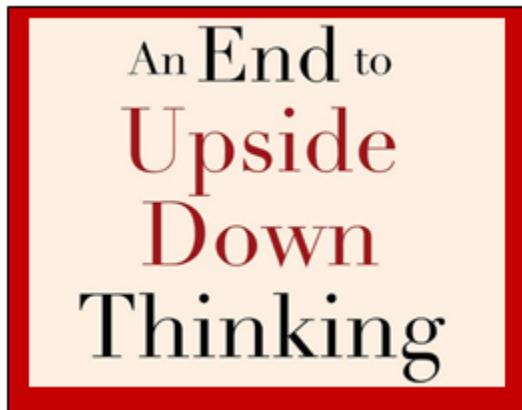


Questions for Mark Gober

- 1) What is your personal, professional, and educational background?
- 2) How did you become interested in the topics you discuss in your book, *An End to Upside Down Thinking*?
- 3) Why did you write the book and what was your process for writing it?
- 4) What is your book about generally?
- 5) What do you mean by "upside down thinking"?
- 6) Is there evidence that we all have telepathic abilities?
- 7) Is there evidence that we can know the future before it happens?
- 8) Is there evidence that we can impact physical matter with our mind alone?
- 9) What are near-death experiences and why don't you think they are hallucinations?
- 10) Is there evidence that our consciousness survives when our physical body dies?
- 11) Is there any evidence for past lives?
- 12) How could mainstream thinking be so off-base?
- 13) How will this new line of thinking change people's lives?
- 14) How has it changed your life?
- 15) What are the implications for what it means to be human?
- 16) How might we view life and death differently?
- 17) What are the implications for science, medicine, artificial intelligence, and Elon Musk's Neuralink startup?
- 18) What are the implications for world peace?

19) What are the implications for happiness, love and beauty?

20) What is your podcast about?



[Learn More](#)

Book:

- An End to Upside Down Thinking: Dispelling the Myth That the Brain Produces Consciousness, and the Implications for Everyday Life
- Hardcover, \$19.95
- [Amazon.com](#), [BarnesandNoble.com](#)

AudioBook:

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