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I suggest that Jared Diamond in best-seller, Guns, Germs, and Steel, got the cart before the horse in concluding that environmental factors and not human, psychological factors were the primary determinants in events leading to European extension of power in the Age of Discovery. In so doing I draw on findings in Jaques Cauvin's archaeologically-grounded work, The Origins of Agriculture and the Birth of the Gods, and on the findings of Carl Jung and Erich Neumann based on depth psychology. Cauvin concludes that the Neolithic Revolution was born of a radical new psychology in humans, amounting to the beginning of religion. In Jungian psychology, the same emergence of the Great Mother Goddess marks the formation of the ego. The evolution of consciousness from that point forward can be traced through successive cultural attitudes. As Diamond suggests, there is a natural selection among cultural styles. Jung and Neumann show that, through this progression, consciousness has evolved in a way independent of genetic change.