



Everything Is Obvious: How Common Sense Fails Us

By Duncan J Watts

Random House USA Inc, United States, 2012. Paperback. Book Condition: New. New.. 201 x 132 mm. Language: English . Brand New Book. Why is the Mona Lisa the most famous painting in the world? Why did Facebook succeed when other social networking sites failed? Did the surge in Iraq really lead to less violence? How much can CEO s impact the performance of their companies? And does higher pay incentivize people to work hard? If you think the answers to these questions are a matter of common sense, think again. As sociologist and network science pioneer Duncan Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life explanation that seem obvious once we know the answer are less useful than they seem. Drawing on the latest scientific research, along with a wealth of historical and contemporary examples, Watts shows how common sense reasoning and history conspire to mislead us into believing that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. It seems obvious, for example, that people respond to...



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HarperCollins Publishers Inc, United States, 2014. Paperback. Book Condition: New. Reprint. 201 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.A highly personal and moving true story of friend-ship and remembrance from the New York Times bestselling...



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Egmont USA, United States, 2015. Paperback. Book Condition: New. Reprint. 190 x 132 mm. Language: English . Brand New Book. New in paperback! * At last: a humorous, useful and pedantry-free book about bullying! -- Kirkus Reviews (starred) Readers who love Louis...



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Oxford University Press Inc, United States, 2003. Paperback. Book Condition: New. 4th Revised edition. 201 x 135 mm. Language: English . Brand New Book ***** Print on Demand *****.Harvey S. Wiener shows how parents can encourage their children to write with a...



The Mystery at Big Ben

Gallopade International, United States, 2005. Paperback. Book Condition: New. 188 x 132 mm. Language: English . Brand New Book. Mimi and Papa speed away to London, England in their little red and white airplane, The Mystery Girl. Tagging along are grandchildren Christina,...



That Recoil of Nature

Charivari Press, Canada, 2011. Paperback. Book Condition: New. 202 x 132 mm. Language: English . Brand New Book. In 1598 a young Italian noblewoman named Beatrice Cenci murdered her abusive, rapist father. Her actions found many defenders but not the Romantic poet...



Soul Fire

Hachette Children s Group, United Kingdom, 2013. Paperback. Book Condition: New. 201 x 148 mm. Language: English . Brand New Book. Alice Forster regularly talks with her dead sister, Meggie, in the virtual world of Soul Beach - an online paradise where...