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From one of the world's most influential and cited sociologists, this title reveals how variable human common sense is and how, as individuals, societies and businesses, we delude ourselves into thinking we can know the future

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From one of the world's most influential and cited sociologists, Everything is Obvious reveals how variable is human common sense and how, as individuals, societies and businesses, we delude ourselves into thinking we can know the future. 'Fascinating... Sparkles with counter-intuitive insights' Financial Times

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Everything is Obvious: Why Common Sense is Nonsense by Watts, Duncan J. at AbeBooks.co.uk - ISBN 10: 1848872143 - ISBN 13: 9781848872141 - Atlantic Books - 2011 - Hardcover

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Quick Summary: "Everything is Obvious" by Duncan Watts is a thorough investigation into the nature of practical judgments and the shared mechanisms which usually help us make them, i.e., common sense. Drawing on the latest scientific research and numerous examples, the book reveals that we know far less about the world than we think we do.

~~Everything is Obvious Summary — Duncan Watts | 12min Blog~~

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Everything Is Obvious Summary. 1-Sentence-Summary: Everything Is Obvious shows you that common sense isn't as reliable as you think it is, because it often fails us in helping to make predictions, and how you can change the way you or your company make decisions with more scientific, statistically grounded methods.

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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-explanations that seem obvious once we know the answer-are less useful than they seem.

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Everything is Obvious: Once you know the answer is a challenge to the notion that common sense is good sense. It is a presentation of the author's significant researches into this topic. It is a presentation of the author's significant researches into this topic.

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Everything is Obvious: Why Common Sense is Nonsense Book Review This publication is indeed gripping and interesting. It is rally exciting throug reading period of time. I am just happy to inform you that this is the very best publication i actually have go through during my

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