

Everything Is
Obvious*

* ONCE YOU KNOW THE ANSWER



How Common Sense Fails Us

DUNCAN J. WATTS

Everything Is Obvious Once You Know The Answer

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Everything Is Obvious Once You Know The Answer:

Everything is Obvious Duncan J. Watts,2011 A narrative exploration of how the concept of common sense is inadequate in today s complex world draws on multiple disciplines to offer insight into the sources of such topics as popularity economics and self deception

Everything Is Obvious Duncan J. Watts,2012-06-26 By understanding how and when common sense fails we can improve our understanding of the present and better plan for the future 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 incentives yet policy makers and managers alike frequently fail to anticipate how people will respond to the incentives they create Social trends often seem to be driven by certain influential people yet marketers have been unable to identify these influencers in advance And although successful products or companies always seem in retrospect to have succeeded because of their unique qualities predicting the qualities of the next hit product or hot company is notoriously difficult even for experienced professionals Watts argument has important implications in politics business and marketing as well as in science and everyday life

The Anatomy of Neo-Colonialism in Kenya W. O. Maloba,2017-08-29 The successor to Kenyatta and Britain An Account of Political Transformation 1929 1963 this book completes the first systematic political history of Jomo Kenyatta by examining the mechanisms of installing a neo colonial regime in Kenya and how such regimes were duplicated elsewhere in Africa It analyzes the nature and extent of the collaboration between Kenyatta Britain and Western intelligence services to install and protect his government in Kenya a collaboration which is linked to some of Kenya s most intractable political social and economic problems Drawing heavily on primary sources it examines the legacy of Kenyatta s regime and how this legacy is felt in Kenya today

Social Media Is Bullshit B. J. Mendelson,2012-09-04 A provocative look at social media that dispels the hype and tells you all you need to know about using the Web to expand your business If you listen to the pundits Internet gurus marketing consultants and even the mainstream media you could think social media was the second coming When it comes to business they declare that it s revolutionizing advertising PR customer relations everything And they all agree it is here to stay In this lively insightful guide journalist and social critic B J Mendelson skillfully debunks the myths of social media He illustrates how the notion of social media first came to prominence why it has become such a powerful presence in the marketing field and who stands to benefit each time it s touted in the press He shows you why all the Facebook friends and Twitter followers in the world mean nothing to you and your business without old fashioned real world connections He examines popular tales of social media success and reveals some unsettling truths behind the surface And he tells you how to best harness the potential of the Internet without spending a fortune in the process Social media is bullshit This book gives the knowledge and tools you really need to connect with

customers and grow your brand Evolutionary Computing and Artificial Intelligence Fernando Koch,Atsushi Yoshikawa,Shihan Wang,Takao Terano,2019-03-13 This Festschrift volume is published in honor of Takao Terano on the occasion of his retirement Takao Terano is a leading expert in the areas of agent based modelling knowledge systems evolutionary computation and service science The contributions in this volume reflect the breadth and impact of his work The volume contains 12 full papers related to Takao Terano s research They deal with various aspects of artificial intelligence multi agent systems collaborative and social computing social networks ubiquitous computing **Widgets: The 12 New Rules for Managing Your Employees as if They're Real People** Rodd Wagner,2015-03-17 New York Times bestselling author Rodd Wagner tackles one of the most destructive problems facing organizations today the breakdown of the relationship between employees and the organizations they work for Your people are not your greatest asset They re not yours and they re not assets With this declaration one of the leading authorities on employee performance rolls up his sleeves against the weasel words contradictions bad habits and intrusions that reduce people to human resources To FTEs To human capital To flesh and blood widgets Armed with empirical evidence from the provocative studies he leads around the globe Wagner guides you through the new realities of what it takes to get the highest levels of intensity from people in a more mercenary skeptical and wired work world He explains how elements such as individualization fearlessness transparency recognition and coolness are reciprocated with loyalty productivity innovation and inescapably corporate reputation

Fostering Employee Buy-in Through Effective Leadership Communication Tim P. McMahon,2021-07-29 Based on a case study of leadership communication in a time of organizational change this book gives new leaders insights into the tools and skills needed to become effective motivating communicators in their leadership careers Taking a holistic approach to communication and leadership the book argues that employees buy in to change when they collectively feel engaged in meaningful work that will enrich the lives of customers employees and investors Based on ethnographic research it approaches the topic through an absorbing fiction like retelling of an organization s successful navigation of change against the backdrop of the 2007 mortgage crisis In doing so it establishes a framework for leaders to understand the principles behind how and why buy in is generated in organizations This unique approach allows readers to visualize leadership communication principles in practice Fostering Employee Buy in is ideal as a supplementary text in introductory leadership communication management and business courses or as a text for new leaders interested in inspiring organizational change

Michigan Law Review ,2016-03 **Everything is Obvious** Duncan J. Watts,2011-07-01 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 And does higher pay incentivize people to work harder 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 Watts shows how commonsense reasoning and history conspire to mislead us into thinking 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 Only by understanding how and when common sense fails can we improve how we plan for the future as well as understand the present an argument that has important implications in politics business marketing and even everyday life *Talking Book Topics* ,2014 *The Shopper Economy: The New Way to Achieve Marketplace Success by Turning Behavior Into Currency* Liz Crawford,2012-04-10 This title provides a framework to understand an important new phenomenon currency based on shopper behaviour and offers ways to use this knowledge to drive marketing programmes *So You Want to Be a Doctor?* David Metcalfe,Harveer Dev,Michael Moazami,2021 Applying to medical school is like asking someone to marry you This might seem like an exaggeration however over your life you will spend more hours working than you will spend awake with your life partner Like marriage being a doctor will change who you are influence where you live and affect what you can do with your life For the right person this can be a wonderful life affirming experience Otherwise divorce from a medical career can be messy painful and upsetting

The Times Index ,2011 Indexes the Times Sunday times and magazine Times literary supplement Times educational supplement Times educational supplement Scotland and the Times higher education supplement **The Cornhill Magazine** William Makepeace Thackeray,1894 **The Cornhill Magazine** ,1894 *The Eclectic Magazine of Foreign Literature, Science, and Art* ,1894 **Big Questions Book of Sex & Consent** Donna Freitas,2020-09-15 What this book is NOT The fear based How To on sex and consent oversimplified and focused on technicalities that represents so much of our sexual education today What this book IS A journey into the Big Questions that will turn you into a thinking person about sex and consent with the ability to wrestle towards the answers that work for YOU and continue to wrestle towards them for the rest of your life What is the meaning and purpose of sex How does it intersect with who I am Why are people so afraid of it What does a healthy and joyful approach to sex look like for me Why is consent so much more than a yes or no question Who this book is FOR Everybody No matter your sexuality gender religion or race What could be more essential **Eclectic Magazine, and Monthly Edition of the Living Age** John Holmes Agnew,Walter Hilliard Bidwell,1894 **The Real Estate Investor's Answer Book: Money Making Solutions to All Your Real Estate Questions** Jack Cummings,2010-06-10 Avoid Money Pits and Target Top Properties With an expert s answers to your real estate questions Whether you own a dozen apartment buildings or are contemplating your first real estate deal this is the one book that will answer all your questions Sinking money into land a house a vacation home or a rental unit can be one of the most stressful events in a person s life especially if you re counting on that property to produce cash flow and equity build up Author and real estate pro Jack Cummings knows the answers and delivers 30 years of insider information addressing questions on more than 200 potential real estate pitfalls including How can I predict property value changes before anyone else What hidden values should I look

for in a rental property How do I get the most out of a real estate agent What s the secret to dealing with tax issues How do I know how much rent I should ask for my rental property What s the most important thing to know before buying a vacation property *Arms & Explosives* ,1908

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