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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-inuitive insights' Financial Times

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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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Common sense is a kind of bespoke make-believe, and we can no more use it to scientifically explain the workings of the social world than we can use a hammer to understand mollusks. - Nicholas Christakis, The New York Times

Everything is Obvious is engagingly written and sparkles with counter-intuitive insights. Its modesty about what can and cannot be known also compares favourably with other "big idea" books.

~~Everything Is Obvious: How Common Sense Fails Us: Watts~~

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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.

~~Everything is Obvious Once You Know the Answer: How Common ...~~

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Written by Duncan J. Watts, 2011 Edition, Publisher: Atlantic Books [Hardcover] by Duncan J. Watts (ISBN: 8601416221243) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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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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Book Review This publication is indeed gripping and interesting. It is rally exciting throgh 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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