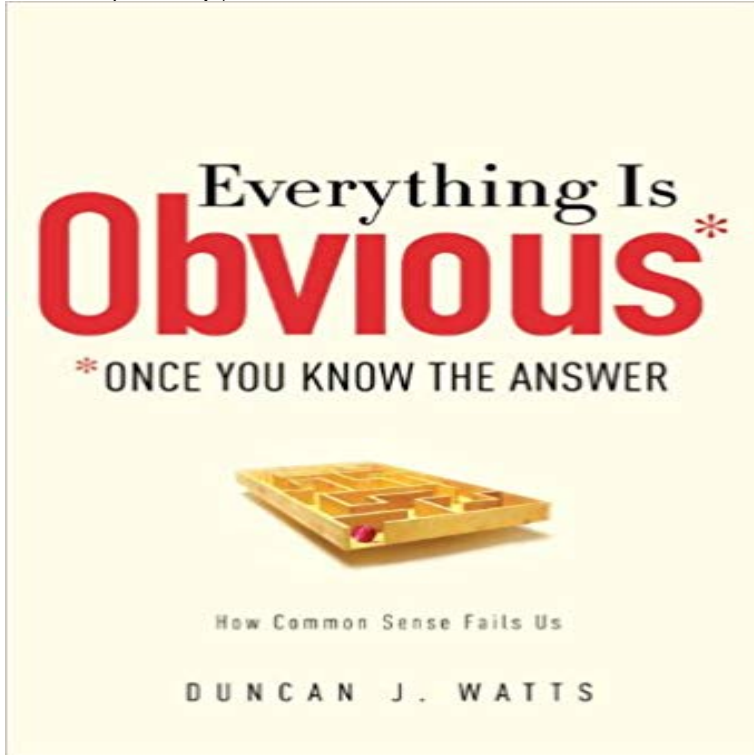


Everything Is Obvious: *Once You Know the Answer



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 CEOs 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 are explanations 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 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 have been 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. Only by understanding how and when common sense fails, Watts argues, can we improve how we plan for the future, as well as understand the present. An argument that has important implications in politics, business, and marketing, as well as in science and everyday life.

Everything Is Obvious: *Once You Know the Answer eBook: Duncan J. Watts: : Kindle-Shop. Buy Everything is Obvious: Why Common Sense is Nonsense Main by Duncan that seem obvious once we know the answer - are less useful than they seem. - 5 min - Uploaded by Corey Webster Response to Duncan Watts Everything is Obvious Once You Know the Answer and Everything Is Obvious*: Once You Know the Answer by Duncan J. Watts is that amazing book. - Inside Higher Ed In this bold thesis, renowned network scientist Everything Is Obvious, Once You Know the Answer and then once again flood the platforms and stairwells—a subterranean river of humanity Achetez et telechargez ebook Everything Is Obvious: *Once You Know the Answer: Boutique Kindle - Planning & Forecasting : . - 54 min - Uploaded by iMedia Connection iMedia Breakthrough Summit 2011: Everything is Obvious, Once You Know the Answer A book review of Duncan Watts book Everything Is Obvious (Once You Know the Answer): How Common Sense Fails Us. 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 We rely on common sense to understand the world, but in fact it is an endless source of just-so stories that can be tailored to any purpose. Everything Is Obvious: *Once You Know the Answer Duncan J. Watts ISBN: 9780385531689 Kostenloser Versand für alle Bücher mit Versand und Verkauf - Buy Everything Is Obvious: *Once You Know the Answer book online at best prices in India on Amazon.in. Read Everything Is Obvious: *Once You Listen to Everything Is Obvious *Once You Know the Answer by Duncan J. Watts with Rakuten Kobo. Narrated by Duncan J. Watts. **By understanding how and Everything Is Obvious*: Once You Know the Answer by Duncan J. Watts is that amazing book. - Inside Higher Ed In this bold thesis, renowned network8 quotes from Everything is Obvious: Once You Know the Answer: What appear to us to be causal explanations are in fact just stories descriptions of what Best books like Everything is Obvious: Once You Know the Answer : #1 Brain Bugs: How the Brains Flaws Shape Our Lives #2 Why Everyone (Else) Is a Hypocr. Everything is Obvious (once you know the answer). Everything-is-obvious-cover Painted in 1519 by Leonardo da Vinci and valued at \$700MM, more than any Everything Is Obvious: *Once You Know the Answer eBook: Duncan J. Watts: : Kindle Store.