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“Common sense is a kind of bespoke make-believe, and we can no more use it to

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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.”

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"Everything is  
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book by Duncan Watts,  
points out, applying  
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answers to major  
political and economic  
problems is equally, if  
not more, unlikely to  
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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

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higher pay incentivize  
people to work  
harder? If you think the  
answers to these  
questions are a matter  
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think again. As  
sociologist and network  
science pioneer  
Duncan Watts explains  
in this ...

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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

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Author:Watts, Duncan  
J. Everything is  
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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

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- Everything is Obvious is necessary reading. It will literally change the way you think." - Eric Klinenberg, Professor of Sociology. New York University "You have to take notice when common sense, the bedrock thing we've always counted on, is

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challenged brilliantly.  
Especially when  
something better than  
common sense is  
suggested.

## **Amazon.com: Everything Is Obvious: \*Once You Know the ...**

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to the notion that  
common sense is good  
sense. It is a  
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researches into this  
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author's significant  
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## **Everything is Obvious: Once You Know the Answer by Duncan ...**

□□ Everything Is  
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... Only by  
understanding how and  
when common sense

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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 (□□)**

Everything Is Obvious shows you that common sense isn't as



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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.

## **Everything Is Obvious Summary - YET RAY**

“Common sense is a kind of bespoke make-believe, and we can no

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scientifically explain  
the workings of the  
social world than we  
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books.”

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Watts' argument has important implications in politics, business, and marketing, as well as in science and everyday life. About Everything Is Obvious. By understanding how and when common sense fails, we can improve our

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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 ...

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Obvious by Duncan  
J. Watts:**

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**9780307951793 ...**

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.

## **Book Review - Everything Is Obvious, Once You Know the ...**

Flanagan responds,  
“Everything ends

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badly, otherwise it wouldn't end." This sums up why the phrase "this will end badly" annoys me so much in the investment world. People constantly use this line whenever things are going well. My response is the same as young Flanagan's — of course it will end badly, otherwise it wouldn't end.

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**Everything, in  
retrospect, is  
obvious - A Wealth  
of Common ...**

His second book,  
Everything is Obvious  
\*Once You Know the  
Answer: How Common  
Sense Fails Us,  
explains common  
errors people make  
when making decisions  
especially for groups or  
organizations, and  
suggests alternative  
methods using  
research and data.

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