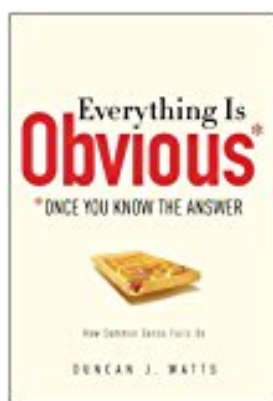


[PDF] Everything Is Obvious: *Once You Know The Answer

Duncan J. Watts - pdf download free book



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Description:

Review "Mr. Watts, a former sociology professor and physicist who is now a researcher for Yahoo, has written a fascinating book that ranges through psychology, economics, marketing and the science of social networks."

- *The Wall Street Journal*

"It's about time a sociologist wrote an amazing and accessible book for a non-specialist audience. *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 Duncan J. Watts exposes the complex mechanics of judgement and proposes a radical new way of thinking about human behaviour."

– Scott Wilson, *The Fringe Magazine*

"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."

– James Crabtree, comment editor *Financial Times*

"Every once in a while, a book comes along that forces us to re-examine what we know and how we know it. This is one of those books. And while it is not always pleasurable to realize the many ways in which we are wrong, it is useful to figure out the cases where our intuitions fail us."

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"A deep and insightful book that is a joy to read. There are new ideas on every page, and none of them is obvious!"

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"A brilliant account of why, for every hard question, there's a common sense answer that's simple, seductive, and spectacularly wrong. If you are suspicious of pop sociology, rogue economics, and didactic history - or, more importantly, if you aren't! - *Everything is Obvious* is necessary reading. It will literally change the way you think."

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"You have to take notice when common sense, the bedrock thing we've always counted on, is challenged brilliantly. Especially when something better than common sense is suggested. As we increasingly experience the world as a maddeningly complex blur, we need a new way of seeing. The fresh ideas in this book, like the invention of spectacles, help bring things into better focus."

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"Everything is Obvious is indicated for managers, scholars, or anyone else tired of oversimplified, faulty explanations about how business, government, society and even sports work. Temporary side effects of reading Duncan Watts' tour de force include: light-headedness, a tendency to question one's colleagues, temporary doubt in one's own strategies. Long term effects include: Deeper insight into history, current events, corporate politics and any other human activity that involves more than one person at a time. *Everything is Obvious* is available without a prescription."

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"A truly important work that's bound to rattle the cages of pseudo- and self-proclaimed experts in every field. If this book doesn't force you to re-examine what you're doing, something is wrong with you."

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"Watts brings science to life. A complicated, global, interconnected world, one which often overwhelms, is tamed by wit, skepticism, and the power to challenge conventional wisdom. The book will help you see patterns, where you might have thought chaos ruled."

-Sudhir Venkatesh, William B. Ransford Professor of Sociology at Columbia University

About the Author DUNCAN WATTS, a professor of sociology at Columbia University, is a principal research scientist at Yahoo! Research. A former officer in the Royal Australian Navy, he holds a Ph.D. in Theoretical and Applied Mechanics from Cornell University. He is the author of *Six Degrees: The Science of a Connected Age* (Norton, 2003). He lives in New York City.

For more information visit www.everythingisobvious.com

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