

Read PDF The Invisible Gorilla And Other Ways  
Our Intuitions Deceive Us Christopher Chabris

## **The Invisible Gorilla And Other Ways Our Intuitions Deceive Us Christopher Chabris**

*If a gorilla walked out into the middle of a basketball pitch, you'd notice it. Wouldn't you? If a serious violent crime took place just next to you, you'd remember it, right? The Invisible Gorilla is a fascinating look at the unbelievable, yet routine tricks that your brain plays on you. In an award-winning and groundbreaking study, psychologists Christopher*

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*Chabris and Daniel Simons asked volunteers to watch a 60-second film of a group of students playing basketball and told them to count the number of passes made. About halfway through, a woman dressed head to toe in a gorilla outfit slowly moved to centre screen, beat her chest at the camera, and casually strolled away. Unbelievably, almost half of the volunteers missed the gorilla. As this astonishing and utterly unique new book demonstrates, exactly the same kind of mental illusion that causes people to miss the gorilla can also explain why many other things, including why: \* honest eyewitness testimony*

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*can convict innocent defendants \* expert money managers suddenly lose billions \* Homer Simpson has much to teach you about clear thinking Insightful, witty, and fascinating, The Invisible Gorilla closely examines the false impressions that most profoundly influence our lives and gives practical advice on how we can minimize their negative impact.*

*Every day we make choices. Coke or Pepsi? Save or spend? Stay or go? Whether mundane or life-altering, these choices define us and shape our lives. Sheena lyengar asks the difficult questions about how and why we choose: Is the desire for choice innate or*

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*bound by culture? Why do we sometimes choose against our best interests? How much control do we really have over what we choose? Sheena Iyengar's award-winning research reveals that the answers are surprising and profound. In our world of shifting political and cultural forces, technological revolution, and interconnected commerce, our decisions have far-reaching consequences. Use The Art of Choosing as your companion and guide for the many challenges ahead.*

*In The Vision Revolution: How the Latest Research Overturms Everything We Thought We Knew About*

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*Human Vision, Mark Changizi, prominent neuroscientist and vision expert, addresses four areas of human vision and provides explanations for why we have those particular abilities, complete with a number of full-color illustrations to demonstrate his conclusions and to engage the reader. Written for both the casual reader and the science buff hungry for new information, The Vision Revolution is a resource that dispels commonly believed perceptions about sight and offers answers drawn from the field's most recent research. Changizi focuses on four "why" questions: 1. Why do we see in color? 2. Why do our*

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*eyes face forward? 3. Why do we see illusions? 4. Why does reading come so naturally to us? Why Do We See in Color? It was commonly believed that color vision evolved to help our primitive ancestors identify ripe fruit. Changizi says we should look closer to home: ourselves. Human color vision evolved to give us greater insights into the mental states and health of other people. People who can see color changes in skin have an advantage over their color-blind counterparts; they can see when people are blushing with embarrassment, purple-faced with exertion or the reddening of rashes. Changizi's*

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*research reveals that the cones in our eyes that allow us to see color are exquisitely designed exactly for seeing color changes in the skin. And it's no coincidence that the primates with color vision are the ones with bare spots on their faces and other body parts; Changizi shows that the development of color vision in higher primates closely parallels the loss of facial hair, culminating in the near hairlessness and highly developed color vision of humans. Why Do Our Eyes Face Forward? Forward-facing eyes set us apart from most mammals, and there is much dispute as to why we have them. While*

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*some speculate that we evolved this feature to give us depth perception available through stereo vision, this type of vision only allows us to see short distances, and we already have other mechanisms that help us to estimate distance. Changizi's research shows that with two forward-facing eyes, primates and humans have an x-ray ability. Specifically, we're able to see through the cluttered leaves of the forest environment in which we evolved. This feature helps primates see their targets in a crowded, encroached environment. To see how this works, hold a finger in front of your eyes. You'll find that you're able to look*



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*“through” it, at what is beyond your finger. One of the most amazing feats of two forward-facing eyes? Our views aren't blocked by our noses, beaks, etc. Why Do We See Illusions? We evolved to see moving objects, not where they are, but where they are going to be. Without this ability, we couldn't catch a ball because the brain's ability to process visual information isn't fast enough to allow us to put our hands in the right place to intersect for a rapidly approaching baseball. “If our brains simply created a perception of the way the world was at the time light hit the eye, then by the time that perception was*

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*elicited—which takes about a tenth of a second for the brain to do—time would have marched on, and the perception would be of the recent past," Changizi explains. Simply put, illusions occur when our brain is tricked into thinking that a stationary two-dimensional picture has an element that is moving. Our brains project the "moving" element into the future and, as a result, we don't see what's on the page, but what our brain thinks will be the case a fraction of a second into the future. Why Does Reading Come So Naturally to Us? We can read faster than we can hear, which is odd, considering that reading is*

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*relatively recent,*

*The Ig Nobel Prize in Psychology-winning creators of the famous "gorilla experiment" that demonstrated people's inattention to obvious facts draw on hundreds of creative experiments to whimsically reveal how the human race overrates its mental capacity.*

*Why We Justify Foolish Beliefs, Bad Decisions, and Hurtful Acts*

*Master the art and science of persuasion and motivation*

*The Step-by-Step Way to Draw Orchids, Weeping*

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*Willows, Prickly Pears, Pineapples and Many More...*

*The Influential Mind*

*The Art of Choosing*

*The Invisible Gorilla*

*Reveals the evolutionary science behind how and why the human brain makes snap decisions, explaining how biological programming helps and hinders modern lives and how to avoid common mistakes by understanding the factors that prompt biased choices.*

*The predominant positive view among*

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*philosophers and scientists alike is that consciousness is something realized in brain activity. This view, however, largely fails to capture what consciousness is like according to how it shows itself to conscious beings. What this work proposes instead is that consciousness is a phenomenon that exists in and throughout the body. Apart from whether or not it involves intentionality and apart from whether or not it involves awareness of the*

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*self, consciousness is self-intimating, self-revealing, self-disclosing. Self-disclosure is the definitive phenomenological character of consciousness in all its forms. Taking this stance as a point of departure, the book presents a specific account of what bodily field phenomenon consciousness is. In this way, the current stalemate in philosophy over the question of the physical reality of consciousness is broken. Series A*

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*Discussing the idea with reference to accounts of awakening in esoteric literature, as well as contemporary psychological methods, Living Space: Openness and Freedom through Spatial Awareness proposes that a common denominator in both physical and emotional healing is the creation of more perceptual and conscious space and that an easier and more spacious awareness can be achieved by relatively simple changes to the way we pay*

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*attention. These ideas have implications for the way we balance body, mind and spirit.*

*Invisible Man is a milestone in American literature, a book that has continued to engage readers since its appearance in 1952. A first novel by an unknown writer, it remained on the bestseller list for sixteen weeks, won the National Book Award for fiction, and established Ralph Ellison as one of the key writers of the century. The*



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*nameless narrator of the novel describes growing up in a black community in the South, attending a Negro college from which he is expelled, moving to New York and becoming the chief spokesman of the Harlem branch of "the Brotherhood", and retreating amid violence and confusion to the basement lair of the Invisible Man he imagines himself to be. The book is a passionate and witty tour de force of style, strongly influenced by T.S.*

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*Eliot's The Waste Land, Joyce, and Dostoevsky.*

*The Scandal of Posthumanism*

*Changing the Stories We Live By*

*The Invisible Gorilla and Other Ways*

*Our Intuition Deceives Us*

*Champions of Illusion*

*Inattentional Blindness*

*What the Brain Reveals About Our Power to Change Others*

Catalogue to accompany the exhibition *Gorillas in Our Midst*, at Mona (Museum of Old and New Art), 2019

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This volume brings together papers by experts in different areas of computer science, who have a common interest in the design and management of visual interfaces. Since cognitive science and metaphor analysis prove useful for understanding the basic mechanisms which allow visual interfaces to be easy to learn and use, these topics are also featured. Other areas focused on are: visual languages, visual database systems, intelligent agents for system interaction, graphical and pictorial communication tools, multimedia environments and specific technological developments. This book is open access under a CC-BY license. Moral dilemmas are a pervasive feature of working life. Moral

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Reasoning at Work offers a fresh perspective on how to live with them. How do we cope with situations where no matter what we decide to do, something will be wrong? How do we live with the moral dissonance between what we are tempted to do and what is in line with our moral convictions? What can organizations do to establish a foundation for responsible decision-making and conduct? This book combines research streams from ethics and moral psychology using extensive experience of sessions of moral reasoning with leaders and employees in organizations. It argues that there is a need to go beyond compliance and traditional approaches to ethics in order to prepare decision-makers for moral dilemmas.

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Organizations can do that by encouraging people to become actively and regularly involved in moral reasoning at work. This work was published by Saint Philip Street Press pursuant to a Creative Commons license permitting commercial use. All rights not granted by the work's license are retained by the author or authors.

The creators of the famous "gorilla experiment" that demonstrated people's inattention to obvious facts draw on hundreds of creative experiments to whimsically reveal how the human race overrates its mental capacity.

SUMMARY - The Invisible Gorilla: How Our Intuitions Deceive Us By Christopher Chabris And Daniel Simons

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Gorilla Beach

How We Know What Isn't So

The Science Behind Mind-Boggling Images and  
Mystifying Brain Puzzles

On Second Thought

Safety Accidents in Risky Industries

*"This is a book about autism.*

*Specifically, it is about my autism,  
which is both like and unlike other  
people's autism. But just as much, it  
is a story about how I emerged from the  
darkness of it into the beauty of it."*

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*In this elegant and thought-provoking memoir, Dawn Prince-Hughes traces her personal growth from undiagnosed autism to the moment when, as a young woman, she entered the Seattle Zoo and immediately became fascinated with the gorillas. Having suffered from a lifelong inability to relate to people in a meaningful way, Dawn was surprised to find herself irresistibly drawn to these great primates. By observing them and, later, working with them, she was*

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*finally able to emerge from her solitude and connect to living beings in a way she had never previously experienced. Songs of the Gorilla Nation is more than a story of autism, it is a paean to all that is important in life. Dawn Prince-Hughes's evocative story will undoubtedly have a lasting impact, forcing us, like the author herself, to rediscover and assess our own understanding of human emotion. Arien Mack and Irvin Rock make the*



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*radical claim that there is no conscious perception of the visual world without attention to it. Many people believe that merely by opening their eyes, they see everything in their field of view; in fact, a line of psychological research has been taken as evidence of the existence of so-called preattentive perception. In Inattentive Blindness, Arien Mack and Irvin Rock make the radical claim that there is no such thing -- that there is*

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*no conscious perception of the visual world without attention to it. The authors present a narrative chronicle of their research. Thus, the reader follows the trail that led to the final conclusions, learning why initial hypotheses and explanations were discarded or revised, and how new questions arose along the way. The phenomenon of inattentional blindness has theoretical importance for cognitive psychologists studying*

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*perception, attention, and  
consciousness, as well as for  
philosophers and neuroscientists  
interested in the problem of  
consciousness.*

*A NEW EDITION UPDATED IN 2020 • Why is  
it so hard to say "I made a mistake" –  
and really believe it? When we make  
mistakes, cling to outdated attitudes,  
or mistreat other people, we must calm  
the cognitive dissonance that jars our  
feelings of self-worth. And so,*

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*unconsciously, we create fictions that absolve us of responsibility, restoring our belief that we are smart, moral, and right—a belief that often keeps us on a course that is dumb, immoral, and wrong. Backed by decades of research, Mistakes Were Made (But Not by Me) offers a fascinating explanation of self-justification—how it works, the damage it can cause, and how we can overcome it. Extensively updated, this third edition has many recent and*

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*revealing examples, including the application of dissonance theory to divisive social issues such as the Black Lives Matter movement and he said/she said claims. It also features a new chapter that illuminates how cognitive dissonance is playing a role in the currently polarized political scene, changing the nation's values and putting democracy itself at risk.*

*“Every page sparkles with sharp insight and keen observation. Mistakes were*

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*made—but not in this book!” —Daniel Gilbert, author of Stumbling on Happiness “A revelatory study of how lovers, lawyers, doctors, politicians—and all of us—pull the wool over our own eyes . . . Reading it, we recognize the behavior of our leaders, our loved ones, and—if we’re honest—ourselves, and some of the more perplexing mysteries of human nature begin to seem a little clearer.”*  
—Francine Prose, *O, The Oprah Magazine*

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*Thomas Gilovich offers a wise and readable guide to the fallacy of the obvious in everyday life. When can we trust what we believe—that "teams and players have winning streaks," that "flattery works," or that "the more people who agree, the more likely they are to be right"—and when are such beliefs suspect? Thomas Gilovich offers a guide to the fallacy of the obvious in everyday life. Illustrating his points with examples, and supporting*

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*them with the latest research findings, he documents the cognitive, social, and motivational processes that distort our thoughts, beliefs, judgments and decisions. In a rapidly changing world, the biases and stereotypes that help us process an overload of complex information inevitably distort what we would like to believe is reality. Awareness of our propensity to make these systematic errors, Gilovich argues, is the first step to more*



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*effective analysis and action.*

*Logic and Contemporary Rhetoric: The  
Use of Reason in Everyday Life*

*Science Blogging*

*Draw 50 Flowers, Trees, and Other  
Plants*

*Advanced Visual Interfaces -  
Proceedings Of The International  
Workshop Avi '92*

*Why You Lose Your Car Keys but Never  
Forget How to Drive and Other Puzzles  
of Everyday Life*

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## ***The Improbability Principle***

In *Champions of Illusion*, Susana Martinez-Conde and Stephen Macknik present a smorgasbord of mystifying images, many selected from their Best Illusion of the Year Contest. Whether it's false motion, tricks of perspective, or shifting colors, *Champions of Illusion* is packed with adventures in perception. If you've ever come face-to-face with an utterly bewildering illusion, you've probably asked yourself: How is that possible? Martinez-Conde and Macknik, who study the intersection of neuroscience, illusions, and stage magic, explain just why you think you see the

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things you see. The Best Illusion of the Year Contest draws entries from vision scientists, artists, magicians, and mathematicians bent on creating today's most beguiling illusions. Featuring bizarre effects and unbelievable mind tricks, along with classic illusions and illuminating descriptions of what is actually going on in your brain when you are deceived by visuals on the page, *Champions of Illusion* is an electrifying mix of science and magic that you will not soon forget.

Popular psychology.

This text introduces bad events (incidents and

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accidents) named as metaphors. The metaphors, called as "safety animals," are named as black swan, gray rhino, gray swans, and invisible gorilla. The book analyzes incidents and accidents from the context of the safety management system in the risky industries including aviation, nuclear, chemical, oil, and petroleum. It further uses mathematical analysis of these events (through statistics and probabilities) and presents preventive and corrective measures in dealing with the same. It comprehensively covers important topics including real-time monitoring, reverse stress testing, change management,

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predictive maintenance, management system, contingency plans, human factors, behavioral safety, anticipatory failure determination, resilience engineering (RE), resilience management (RM), Swiss cheese model, and probability distribution. Aimed at professionals working in the fields of health and safety, quality engineering, compliance engineering, aerospace engineering, occupational health and safety, and industrial engineering, this text: Provides an insight to safety managers in analyzing bad events and the ways to deal with them Covers randomness, uncertainty, and predictability in

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detail Explains concepts including reverse stress testing, real-time monitoring, and predictive maintenance in a comprehensive manner  
Presents mathematical analysis of incidents and accidents using statistics and probability theories  
\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. \*By reading this summary, you will discover that your deepest intuitions are only illusions that push you to overestimate your mental capacities. \*You will also discover that : Your brain has many flaws that it is important to be aware of; You rely too

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much on your own convictions rather than on real facts; The world around you can escape without you realizing it; These illusions can be controlled if you re-evaluate your abilities. \*Many illusions influence your mental attitude and prevent you from seeing reality in its entirety. You think you know how your mind works because of these beliefs, when in reality they mislead you. There are six basic illusions that affect you on a daily basis. By becoming aware of them, you can try to partially master them. \*Buy now the summary of this book for the modest price of a cup of coffee! Survival of the Sickest LP

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My Journey Through Autism

The Invisible Gorilla: And Other Ways Our Intuition Deceives Us

The Oxford Compendium of Visual Illusions

How the Latest Research Overturns Everything

We Thought We Knew About Human Vision

How to Get People to Do Stuff

***Invites readers to change their perceptions about illness in order to understand disease as an essential component of the evolutionary process, citing the role of such malaises as diabetes, STDs, and the Avian Bird Flu in protecting the survival of the human race. (Health & Fitness)***



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***A cutting-edge, research-based inquiry into how we influence those around us and how understanding the brain can help us change minds for the better. In The Influential Mind, neuroscientist Tali Sharot takes us on a thrilling exploration of the nature of influence. We all have a duty to affect others—from the classroom to the boardroom to social media. But how skilled are we at this role, and can we become better? It turns out that many of our instincts—from relying on facts and figures to shape opinions, to insisting others are wrong or attempting to exert control—are ineffective, because they are incompatible with how people's minds operate. Sharot shows us how to avoid these pitfalls, and how an attempt to change beliefs***

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***and actions is successful when it is well-matched with the core elements that govern the human brain. Sharot reveals the critical role of emotion in influence, the weakness of data and the power of curiosity. Relying on the latest research in neuroscience, behavioral economics and psychology, the book provides fascinating insight into the complex power of influence, good and bad. Gorillas can be hard to spot, because they are masters of disguise and really good at hiding. Gorillas often have jobs where they get to wear masks?that's why so many gorillas are surgeons, astronauts, scuba divers, and ninjas. There are adult gorillas and kid gorillas. There are even gorillas that go to school***

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*with you. You may think you've seen a gorilla swinging by before, but it's much more likely that he was an orangutan? orangutans are terrible at hiding. You will know when there are lots of gorillas living in your midst because the grocery stores will be entirely out of bananas. In fact, you should always carry a banana with you, because you never know when there might be a gorilla around. Gorillas in Our Midst is all silliness and fun, and is destined to become a new favorite. Comic artist Richard Fairgray's illustrations are filled with wonderful details for kids to discover with each read. Kids will love spotting the gorillas on each page and are sure to laugh out loud at the gorillas' many disguises. And, of course, a story like*

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***this can't end without a surprising twist! Sky Pony Press, with our Good Books, Racehorse and Arcade imprints, is proud to publish a broad range of books for young readers? picture books for small children, chapter books, books for middle grade readers, and novels for young adults. Our list includes bestsellers for children who love to play Minecraft; stories told with LEGO bricks; books that teach lessons about tolerance, patience, and the environment, and much more. While not every title we publish becomes a New York Times bestseller or a national bestseller, we are committed to books on subjects that are sometimes overlooked and to authors whose work might not otherwise find a home.***

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***Here is the essential how-to guide for communicating scientific research and discoveries online, ideal for journalists, researchers, and public information officers looking to reach a wide lay audience. Drawing on the cumulative experience of twenty-seven of the greatest minds in scientific communication, this invaluable handbook targets the specific questions and concerns of the scientific community, offering help in a wide range of digital areas, including blogging, creating podcasts, tweeting, and more. With step-by-step guidance and one-stop expertise, this is the book every scientist, science writer, and practitioner needs to approach the Wild West of the Web with knowledge and***

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*confidence.*

*Rethinking Ethics in Organizations*

*Did You Spot The Gorilla?*

*Redirect*

*Phenomenology and the Physical Reality of  
Consciousness*

*Songs of the Gorilla Nation*

*Why Coincidences, Miracles, and Rare Events Happen  
Every Day*

A well-known statistician presents his theory that extraordinary and rare events are actually commonplace and cites stories of two-time lottery winners and other bizarre coincidences to support his theory that

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unlikely events statistically must happen.  
50,000 first printing.

A moving new middle grade novel about childhood anxiety and grief, from the author of *The Secrets of Blueberries, Brothers, Moose, and Me*. Eleven-year-old Josh Duncan has never had much luck making friends--not the real kind, anyway. Moving to a new town is supposed to be a chance to leave behind the problems that plagued Josh at his last school. Problems like Big Brother, Josh's favorite and best friend. Because, as Josh's parents tell him, he's too old to still have imaginary friends. But even before the first

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day of school is over, Big Brother reappears--and he's not alone. Only this time one of Josh's imaginary friends seems to be interacting with another boy at school, Lucas Hernandez. Can Lucas see them, too? Brought together by an unusual classroom experiment and a mysterious invitation to join something called the Gorilla Club, Josh and Lucas are about to discover how a unique way of seeing the world can reveal a real-life friend.

When Bill Weber and Amy Vedder arrived in Rwanda to study mountain gorillas with Dian Fossey, the gorilla population was teetering toward extinction. Poaching was rampant, but



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it was loss of habitat that most endangered the gorillas. Weber and Vedder realized that the gorillas were doomed unless something was done to save their forest home. Over Fossey's objections, they helped found the Mountain Gorilla Project, which would inform Rwandans about the gorillas and the importance of conservation, while at the same time establishing an ecotourism project -- one of the first anywhere in a rainforest -- to bring desperately needed revenue to Rwanda. In the Kingdom of Gorillas introduces readers to entire families of gorillas, from powerful silverback patriarchs to helpless newborn

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infants. Weber and Vedder take us with them as they slog through the rain-soaked mountain forests, observing the gorillas at rest and at play. Today the population of mountain gorillas is the highest it has been since the 1960s, and there is new hope for the species' fragile future even as the people of Rwanda strive to overcome ethnic and political differences.

According to scholars of the nonhuman turn, the scandal of theory lies in its failure to decenter the human. The real scandal, however, is that we keep trying. The human has become a conspicuous blind spot for many

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theorists seeking to extend hospitality to animals, plants, and even insentient things. The displacement of the human is essential and urgent, yet given the humanist presumption that animals lack a number of allegedly unique human capacities, such as language, reason, and awareness of mortality, we ought to remain cautious about laying claim to any power to eradicate anthropocentrism altogether. Such a power risks becoming yet another self-accredited capacity thanks to which the human reaffirms its sovereignty through its supposed erasure. Monkey Trouble argues that the turn toward

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immanence in contemporary posthumanism promotes a cosmocracy that absolves one from engaging in those discriminatory decisions that condition hospitality as such. Engaging with recent theoretical developments in speculative realism and object-oriented ontology, as well as ape and parrot language studies, the book offers close readings of literary works by J.M. Coetzee, Charles Chesnutt, and Walt Whitman and films by Alfonso Cuarón and Lars von Trier. Anthropocentrism, Peterson argues, cannot be displaced through a logic of reversal that elevates immanence above transcendence,

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horizontal<sup>ity</sup> over verticality. This decentering must cultivate instead a human/nonhuman relationality that affirms the immanent transcendency spawned by our phantasmatic humanness.

Outsmarting Your Mind's Hard-wired Habits

The Vision Revolution

And Other Ways Our Intuitions Deceive Us

Moral Reasoning at Work

Living Space

Welcome to Your Brain

Visual illusions are compelling phenomena that draw attention to the brain's capacity to construct our perceptual world. The

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Compendium is a collection of over 100 chapters on visual illusions, written by the illusion creators or by vision scientists who have investigated mechanisms underlying the phenomena.

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When you're this smokin', winning is a shore thing. . . . Jersey's sexiest guidettes are back for another scandalous summer at the Shore, and this time, Giovanna "Gia" Spumanti and Isabella "Bella" Rizzoli are raising the stakes to find thrills and hot gorillas—unemployment, douchebag exes, family drama, and dingy apartment be damned! But when the girls unknowingly cross an overprotective mafiosa mama, all bets are off. Booted from Seaside Heights for good, the spunky, sequined meatball and her sensitive, quiet cousin are forced to flee to Atlantic

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City. Their escort out of hell is Fredo, a weird and scrawny but hooked-up club manager from a prominent family, whose master plan is to pimp out Gia's psychic gifts at the roulette tables. Suddenly, it's raining benjamins for the coiffed and tanned threesome. Top-shelf tequila and seafood dinners are not all they're scoring. Bella snags a pale but talented boardwalk artist, Gia hooks up with a high-stakes poker hottie, and with Gia's coaching, Fredo just might have a chance at becoming a certified juicehead. Or, at least, a gorilla-in-training. But when the casino suspects cheating, the trio is hounded by haters and tricksters determined to sabotage their endless summer. With hearts and loot on the line, losing is not a chance the crew can take. This time, the house isn't going to

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win. . . .

We all want people to do stuff. Whether you want your customers to buy from you, vendors to give you a good deal, your employees to take more initiative, or your spouse to make dinner—a large amount of everyday is about getting the people around you to do stuff. Instead of using your usual tactics that sometimes work and sometimes don't, what if you could harness the power of psychology and brain science to motivate people to do the stuff you want them to do - even getting people to want to do the stuff you want them to do. In this book you'll learn the 7 drives that motivate people: The Desire For Mastery, The Need To Belong, The Power of Stories, Carrots and Sticks, Instincts, Habits, and Tricks Of The Mind. For each



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of the 7 drives behavioral psychologist Dr. Susan Weinschenk describes the research behind each drive, and then offers specific strategies to use. Here's just a few things you will learn: The more choices people have the more regret they feel about the choice they pick. If you want people to feel less regret then offer them fewer choices. If you are going to use a reward, give the reward continuously at first, and then switch to giving a reward only sometimes. If you want people to act independently, then make a reference to money, BUT if you want people to work with others or help others, then make sure you DON'T refer to money. If you want people to remember something, make sure it is at the beginning or end of your book, presentation, or meeting. Things in the middle are more

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easily forgotten. If you are using feedback to increase the desire for mastery keep the feedback objective, and don't include praise.

Does drinking really kill brain cells? Does listening to Mozart make your baby smarter? For all the mileage we've gotten from our own brains, most of us have essentially no idea how they work. We're easily susceptible to myths (like the "fact" that we use only 10% of our brains) and misconceptions (like the ones perpetrated by most Hollywood movies), probably because we've never known where to turn for the truth. But neurologists Sandra Aamodt and Sam Wang are glad to help. In this funny, accessible book, we get a guided tour of our own minds, what they're made of, how they work, and how they can go wrong.

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Along the way, we get a host of diagrams, quizzes, and "cocktail party tips" that shed light on the questions we nag each other about. (Can a head injury make you forget your own name? Are dolphins smarter than chimpanzees?) Fun and surprisingly engrossing, *Welcome to Your Brain* shows you how your brain works, and how you can make it work better.

Sway

Mistakes Were Made (but Not By Me) Third Edition

Gorillas in Our Midst

How We Lie to Ourselves and Don't Believe Others

Black Swans, Gray Rhinos and Other Adverse Events

Openness and Freedom through Spatial Awareness

This classic text has introduced tens of thousands of

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students to sound reasoning using a wealth of current, relevant, and stimulating examples all put together and explained in a witty and invigorating writing style. Long the choice of instructors who want to keep students engaged, LOGIC AND CONTEMPORARY RHETORIC: THE USE OF REASON IN EVERYDAY LIFE, Twelfth Edition, combines examples from television, newspapers, magazines, advertisements, and our nation's political dialogue. The text not only brings the concepts to life for students but also puts critical-thinking skills into a context that students will retain and use throughout their lives. Important Notice: Media content referenced within the product description or the product text may not be

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available in the ebook version.

In a recent series of ground-breaking psychological experiments, volunteers were shown a 30-second film of some people playing basketball and told to count the number of passes made with the ball. After just a few seconds, a man dressed as a gorilla slowly walked into frame, beat his chest at the camera, and sauntered off. Unbelievably, almost none of the people watching the film noticed the gorilla. Exactly the same psychological mechanisms that cause people to miss the gorilla also make them miss unexpected but vitally important opportunities in their professional and personal lives. This book outlines the scientific evidence and thinking behind this remarkable

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new phenomenon, and shows you how you can spot gorilla in your life - and what to do when you see one.

As Human Beings we are great story tellers. We tell stories about who we are, what we're doing and why we are doing it. The problem is sometimes those stories are fictions; created by our own blindness to reality. We are such good story tellers that we often don't know we are deceiving ourselves. The brain has evolved to make information processing simplified and with this has created a need to simplify the world. The problem is sometimes rational thinking becomes sacrificed for this simplicity In The Little Book of Stupidity, Sia Mohajer draws on extensive research and makes surprising connections among ten of

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life's most pervasive cognitive biases. It is a story about how stupid we can all be and also how we can become more compassionate as a result.

Reading this book will make you less sure of yourself—and that's a good thing. In *The Invisible Gorilla*, Christopher Chabris and Daniel Simons, creators of one of psychology's most famous experiments, use remarkable stories and counterintuitive scientific findings to demonstrate an important truth: Our minds don't work the way we think they do. We think we see ourselves and the world as they really are, but we're actually missing a whole lot. Chabris and Simons combine the work of other researchers with their own findings on attention,

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perception, memory, and reasoning to reveal how faulty intuitions often get us into trouble. In the process, they explain:

- Why a company would spend billions to launch a product that its own analysts know will fail
- How a police officer could run right past a brutal assault without seeing it
- Why award-winning movies are full of editing mistakes
- What criminals have in common with chess masters
- Why measles and other childhood diseases are making a comeback
- Why money managers could learn a lot from weather forecasters

Again and again, we think we experience and understand the world as it is, but our thoughts are beset by everyday illusions. We write traffic laws and build criminal cases on the assumption that



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people will notice when something unusual happens right in front of them. We're sure we know where we were on 9/11, falsely believing that vivid memories are seared into our minds with perfect fidelity. And as a society, we spend billions on devices to train our brains because we're continually tempted by the lure of quick fixes and effortless self-improvement. The Invisible Gorilla reveals the myriad ways that our intuitions can deceive us, but it's much more than a catalog of human failings. Chabris and Simons explain why we succumb to these everyday illusions and what we can do to inoculate ourselves against their effects. Ultimately, the book provides a kind of x-ray vision into our own minds, making it possible to pierce the

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veil of illusions that clouds our thoughts and to think clearly for perhaps the first time.

The Quest to Save Rwanda's Mountain Gorillas

The Little Book of Stupidity

Monkey Trouble

The Essential Guide

And Other Ways Our Intuition Deceives Us

The Irresistible Pull of Irrational Behavior

If a gorilla walked out into the middle of a basketball pitch, you ' d notice it. Wouldn ' t you? If a serious violent crime took place just next to you, you ' d remember it, right? The Invisible Gorilla is a fascinating look at the unbelievable, yet routine

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tricks that your brain plays on you.

A fascinating journey into the hidden psychological influences that derail our decision-making, *Sway* will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone “important”? Why are we more likely to fall in love when there’s danger involved? In *Sway*, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology,

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behavioral economics, and organizational behavior, Sway reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the “chameleon effect” (our tendency to take on characteristics that have been arbitrarily assigned to us). Sway introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an

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entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world's most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In *Sway*, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to

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avoid succumbing to their pull.

Draw 50 Flowers, Trees, and Other Plants shows artists of all levels how to draw with ease by following simple, step-by-step examples.

Celebrated author Lee J. Ames shows you how to create a lush garden of roses, orchids, cacti, and a variety of fruit, as well as forests of towering firs, sequoias, and weeping willows. Ames ' s drawing method has proven successful for children and adults of all ages over the past forty years. The twenty-nine books in the Draw 50 series have sold more than 5 million copies and have shown artists from beginning to advanced levels how to draw

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everything from animals to airplanes. It ' s easy to grow your own garden when it ' s done the Draw 50 way.

"There are few academics who write with as much grace and wisdom as Timothy Wilson. REDIRECT is a masterpiece." -Malcolm Gladwell What if there were a magic pill that could make you happier, turn you into a better parent, solve a number of your teenager's behavior problems, reduce racial prejudice, and close the achievement gap in education? There is no such pill, but story editing - the scientifically based approach described in REDIRECT - can accomplish all of this. The world-

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renowned psychologist Timothy Wilson shows us how to redirect the stories we tell about ourselves and the world around us, with subtle prompts, in ways that lead to lasting change. Fascinating, groundbreaking, and practical, REDIRECT demonstrates the remarkable power small changes can have on the ways we see ourselves and our environment, and how we can use this in our everyday lives.

Invisible Man

In the Kingdom of Gorillas

Last Meeting of the Gorilla Club