

Did You Spot The Gorilla? - Richard Wiseman

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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 new phenomenon, and shows you how you can spot gorillas in your life - and what to do when you see one. Author: Wiseman, Richard Publisher: Cornerstone Digital Illustration: N Language: ENG Title: Did You Spot The Gorilla? Pages: 00128 (Encrypted EPUB) On Sale: 2011-06-30 SKU-13/ISBN: 9780099466437 Category: Business & Economics : General Category: Self-Help : General

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