



Eyes Wide Open: How to Make Smart Decisions in a Confusing World

By Noreena Hertz

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Eyes Wide Open: How to Make Smart Decisions in a Confusing World is Noreena Hertz's practical, cutting-edge guide to help you cut through the data deluge and make smarter and better choices, based on her highly popular TED talk.

In this eye-opening handbook, the internationally noted speaker, economics expert, and bestselling author of *IOU: The Debt Threat* and *Silent Takeover* reveals the extent to which the biggest decisions in our lives are often made on the basis of flawed information, weak assumptions, corrupted data, insufficient scrutiny of others, and a lack of self-knowledge.

To avert such disasters, Hertz persuasively argues, we need to become empowered decision-makers, capable of making high-stakes choices and holding accountable those who advise us.

In *Eyes Wide Open*, she weaves together scientific research with real-world examples from Hollywood to Harry Potter, NASA to World War Two spies, to construct a path to more astute and empowered decision-making in ten clear steps. With a razor-sharp intellect and an instinct for popular storytelling, she offers counter-intuitive, actionable guidance for making better choices—whether you are a business-person, a professional, a patient, or a parent.

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Bibliography

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Editorial Review

Review

“With 10 sensible steps to take, Noreena Hertz charts a sound decision-making route for us through a world in hyper-drive. I’d recommend a prudent first step—get this book.” (Robert B. Cialdini, author of *Influence*)

“[I]mpressively incisive....Readers interested in more information are well advised to peruse the author’s detailed end notes. Properly applied, her straightforward suggestions will alert readers to logical and perceptive blinders, allowing them to make better decisions.” (Publishers Weekly)

“Witty, well-researched and practical, Hertz’s *EYES WIDE OPEN* is an invaluable guide for anyone facing tough decisions in today’s complex world.” (Dominic Barton, Global Managing Director, McKinsey & Company)

“The hieroglyphics that are our modern world just got a great translator, for in her fascinating new book, Noreena Hertz has given us a kind of Rosetta stone that permits us all a new perspective on the chaos we call life.” (Ken Burns, award-winning filmmaker)

“Noreena Hertz brilliantly combines academic research with a pragmatic approach. At the movie studio, we often have to make very expensive decisions based on imperfect information. *Eyes Wide Open* will be of great help as we continue to rewire the process by which we make decisions.” (Michael Lynton, CEO, Sony Corporation of America)

“Hertz’s *Eyes Wide Open* is the go-to handbook for thinking intelligently and keeping your wits about you in an increasingly complicated and digital world.” (Don Tapscott, bestselling author of *Wikinomics*)

From the Back Cover

This game-changing book empowers readers to become confident, independent, wise decision-makers—savvy to how our emotions, moods, and habits can trip us up.

An investor wonders whether to put his money into the stock market or to keep it in a savings account. A patient is torn between opting for surgery and trying an experimental drug therapy. A college-bound student questions whether to take on debt to attend an Ivy League school or to choose a public institution with low tuition.

We face momentous decisions with important consequences throughout our lives. We have never had better access to information and expertise, yet this data deluge has become a double-edged sword. Which sources of information are credible? How can we separate the signal from the noise? Whose advice can we trust?

All of these questions are reasons for us to become empowered decision-makers capable of making high-stakes choices ourselves. Whether you are a politician, a businessperson, a professional, or a parent, now is the time to take a radically different approach. In *Eyes Wide Open*, the bestselling author and visionary thinker Noreena Hertz shares insights from the latest research along with practical advice, including

- why looking at information in black and white rather than in color can lead to better decisions

- why it's smart to be skeptical about experts' pronouncements, and how to identify the best among them
- why it's crucial to carve out time to think, even in moments of crisis
- how and why you should regulate your emotional thermostat to make smart decisions
- why you need to shake up your social network if you don't want only to reinforce what you already know and amplify the beliefs you already have

It's time to make decisions with our eyes wide open—for the sake of our health, our wealth, and our future security.

About the Author

Noreena Hertz is a bestselling author, academic, and thinker. She has provided keynote addresses at TED and the World Economic Forum, sits on the board of Warner Music Group, and advises a range of major corporations. She is an honorary professor at the Centre for the Study of Decision-Making Uncertainty at University College London.

Users Review

From reader reviews:

Robert Lee:

The experience that you get from *Eyes Wide Open: How to Make Smart Decisions in a Confusing World* is the more deep you looking the information that hide in the words the more you get considering reading it. It doesn't mean that this book is hard to understand but *Eyes Wide Open: How to Make Smart Decisions in a Confusing World* giving you buzz feeling of reading. The author conveys their point in selected way that can be understood by means of anyone who read the item because the author of this publication is well-known enough. This kind of book also makes your vocabulary increase well. So it is easy to understand then can go to you, both in printed or e-book style are available. We highly recommend you for having this particular *Eyes Wide Open: How to Make Smart Decisions in a Confusing World* instantly.

Tony Jacobson:

A lot of people always spent their particular free time to vacation as well as go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent they free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity here is look different you can read the book. It is really fun for you. If you enjoy the book you read you can spent the entire day to reading a reserve. The book *Eyes Wide Open: How to Make Smart Decisions in a Confusing World* it is quite good to read. There are a lot of people that recommended this book. They were enjoying reading this book. In the event you did not have enough space to develop this book you can buy the particular e-book. You can m0ore quickly to read this book from a smart phone. The price is not too expensive but this book features high quality.

Heather Robertson:

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