

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

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, 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 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 avoid succumbing to their pull.

A simple act of kindness brings two unlikely friends together in this profound picture book about the transformative power of friendship. A bear sits in his quiet, colorless home in a forgotten place. He feels invisible; no one comes to see him, and he spends his days alone. Then someone moves in next door. Madame Odette is sound and sunshine, and at first, the bear isn't sure about this colorful new neighbor. But through an act of kindness, the bear and the Madame Odette meet, and as time goes by, they become friends. And in the end, they are both forever changed by the gifts they bring each other. The first book from author-illustrator Cécile Metzger, *The Invisible Bear* is a powerful and beautiful meditation on the beauty of friendship and how two people can save each other just by being themselves.

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 Iyengar asks the difficult questions about how and why we choose: Is the desire for choice innate or 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.

A New York Times bestseller! A revelatory look at how our environment unconsciously yet dramatically shapes the judgments and decisions we make every day. Most of us go through life believing that we are in control of the choices we make—that we think and behave almost independently from the world around us. But as *Drunk Tank Pink* illustrates, the truth is our environment shapes our thoughts and actions in myriad ways without our permission or even our knowledge. Armed with surprising data and endlessly fascinating examples, Adam Alter addresses the subtle but substantial ways in which outside forces influence us—such as color's influence on mood, our bias in favor of names with which we identify, and how sunny days can induce optimism as well as aggression. *Drunk Tank Pink* proves that the truth behind our feelings and actions goes much deeper than the choices we take for granted every day.

Arien Mack and Irvin Rock make the 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 *Inattention Blindness*, Arien Mack and Irvin Rock make the radical claim that there is no such thing -- that there is 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 inattention blindness has theoretical importance for cognitive psychologists studying perception, attention, and consciousness, as well as for philosophers and neuroscientists interested in the problem of consciousness. The predominant positive view among 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 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

Bookmark File PDF 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? This book gives a fascinating look at the unbelievable, yet routine tricks that your brain plays on you.

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 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 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.

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.

Loosely based on the Odyssey, this landmark of modern literature follows ordinary Dubliners through an entire day in 1904. Captivating experimental techniques range from interior monologues to exuberant wordplay and earthy humor.

A lively journey through the brain's inner workings from "one of the world's leading cognitive neuroscientists" (The Wall Street Journal). Human intelligence builds sprawling cities, vast cornfields, and complex microchips. It takes us from the atom to the limits of the universe. How does the biological brain, a collection of billions of cells, enable us to do things no other species can do? In this book, neuroscientist John Duncan offers an adventure story—the story of the hunt for basic principles of human intelligence, behavior, and thought. Using results drawn from classical studies of intelligence testing; from attempts to build computers that think; from studies of how minds change after brain damage; from modern discoveries of brain imaging; and from groundbreaking recent research, he synthesizes often difficult-to-understand information into clear, fascinating prose about how brains work. Moving from the foundations of psychology, artificial intelligence, and neuroscience to the most current scientific thinking, How Intelligence Happens is "a timely, original, and highly readable contribution to our understanding" (Nancy Kanwisher, MIT) from a winner of the Heineken Prize for Cognitive Science

"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-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.

In a spare, powerful text and evocative illustrations, the Newbery medalist Katherine Applegate and the artist G. Brian Karas present the extraordinary real story of a special gorilla. Captured as a baby, Ivan was brought to a Tacoma, Washington, mall to attract shoppers. Gradually, public pressure built until a better way of life for Ivan was found at Zoo Atlanta. From the Congo to America, and from a local business attraction to a national symbol of animal welfare, Ivan the Shopping Mall Gorilla traveled an astonishing distance in miles and in impact. This is his true story and includes photographs of Ivan in the back matter.

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

One of the most beloved and bestselling novels of spiritual adventure ever published, Ishmael has earned a passionate following. This special twenty-fifth anniversary edition features a new foreword and afterword by the author. "A thoughtful, fearlessly low-key novel about the role of our species on the planet . . . laid out for us with an originality and a clarity that few would deny."—The New York Times Book Review Teacher Seeks Pupil. Must have an earnest desire to save the world. Apply in person. It was just a three-line ad in the personals section, but it launched the adventure of a lifetime. So begins an utterly unique and captivating novel. It is the story of a man who embarks on a highly provocative intellectual adventure with a gorilla—a journey of the mind and spirit that changes forever the way he sees the world and humankind's place in it. In Ishmael, which received the Turner Tomorrow Fellowship for the best work of fiction offering positive solutions to global problems, Daniel Quinn parses humanity's origins and its relationship with nature, in search of an answer to this challenging question: How can we save the world from ourselves? Explore Daniel Quinn's spiritual Ishmael trilogy: ISHMAEL • MY ISHMAEL • THE STORY OF B Praise for Ishmael "As suspenseful, inventive, and socially urgent as any fiction or nonfiction you are likely to read this or any other year."—The Austin Chronicle "Before we're halfway through this slim book . . . we're in [Daniel Quinn's] grip,

we want Ishmael to teach us how to save the planet from ourselves. We want to change our lives.”—The Washington Post “Arthur Koestler, in an essay in which he wondered whether mankind would go the way of the dinosaur, formulated what he called the Dinosaur’s Prayer: ‘Lord, a little more time!’ Ishmael does its bit to answer that prayer and may just possibly have bought us all a little more time.”—Los Angeles Times

Popular psychology.

An assessment of human thought and behavior explores conundrums from the mind's ability to perceive three dimensions to the nature of consciousness, in an account that draws on beliefs in cognitive science and evolutionary biology.

Keeping U.S. Intelligence Effective: The Need for a Revolution in Intelligence Affairs explores whether the U.S. intelligence enterprise will be able to remain effective in today's security environment. Based on the demands currently being placed upon the intelligence community, the analysis concludes that the effectiveness of U.S. intelligence will decline unless it embarks upon an aggressive, transformational course of action to reform various aspects of its operations. In keeping with the emerging literature on this subject, the book asserts that a so-called Revolution in Intelligence Affairs is needed.

In *The Vision Revolution: How the Latest Research Overturns Everything We Thought We Knew About 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 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 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 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 "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 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 relatively recent,

This classic text has introduced tens of thousands of 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 available in the ebook version.

"Know thyself," a precept as old as Socrates, is still good advice. But is introspection the best path to self-knowledge? Wilson makes the case for better ways of discovering our unconscious selves. If you want to know who you are or what you feel or what you're like, Wilson advises, pay attention to what you actually do and what other people think about you. Showing us an unconscious more powerful than Freud's, and even more pervasive in our daily life, Strangers to Ourselves marks a revolution in how we know ourselves.

The Invisible Gorilla And Other Ways Our Intuitions Deceive Us Harmony

Trapped outside her body, Anna sees and hears but cannot touch the one she longs to hold. Anna has a secret: she can astrally project out of her body. But when there's an accident and her classmate Taylor gets into Anna's body, what was an exhilarating gift threatens to become a terrifying reality. Anna and her best friend Rei form a plan to set things right, but they don't anticipate the feelings that are beginning to grow between them. *Auracle* by Gina Rosati is an exciting, sensual novel that explores the relationship between body and soul and the power of a single touch.

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.

We forget our passwords. We pay too much to go to the gym. We think we'd be happier if we lived in California (we wouldn't), and we think we should stick with our first answer on tests (we shouldn't). Why do we make mistakes? And could we do a little better? We human beings have design flaws. Our eyes play tricks on us, our stories change in the retelling, and most of us are fairly sure we're way above average. In *Why We Make Mistakes*, journalist Joseph T. Hallinan sets out to explore the captivating science of human error—how we think, see, remember, and forget, and how this sets us up for wholly irresistible mistakes. In his quest to understand our imperfections, Hallinan delves into psychology, neuroscience, and economics, with forays into aviation, consumer behavior, geography, football, stock picking, and more. He discovers that some of the same qualities that make us efficient also make us error prone. We learn to move rapidly through the world, quickly recognizing patterns—but overlooking details. Which is why thirteen-year-old boys discover errors that NASA scientists miss—and why you can't find the beer in your refrigerator. *Why We Make Mistakes* is enlivened by real-life stories—of weathermen whose predictions are uncannily accurate and a witness who sent an innocent man to jail—and offers valuable advice, such as how to remember where you've hidden something important. You'll learn why multitasking is a bad idea, why men make errors women don't, and why most people think San Diego is west of Reno (it's not). *Why We Make Mistakes* will open your eyes to the reasons behind your mistakes—and have you vowing to do better the next time.

The author of the bestselling *You Are Not So Smart* shares more discoveries about self-delusion and irrational thinking, and gives readers a fighting chance at outsmarting their not-so-smart brains. David McRaney's first book, *You Are Not So Smart*, evolved from his wildly popular blog of the same name. A mix of popular psychology and trivia, McRaney's insights have struck a chord with thousands, and his blog--and now podcasts and videos--have become an Internet phenomenon. Like *You Are Not So Smart*, *You Are Now Less Dumb* is grounded in the idea that we all believe ourselves to be objective observers of reality--except we're not. But that's okay, because our delusions keep us sane. Expanding on this premise, McRaney provides eye-opening analyses of fifteen

more ways we fool ourselves every day, including: The Misattribution of Arousal (Environmental factors have a greater affect on our emotional arousal than the person right in front of us) Sunk Cost Fallacy (We will engage in something we don't enjoy just to make the time or money already invested "worth it") Deindividuation (Despite our best intentions, we practically disappear when subsumed by a mob mentality) McRaney also reveals the true price of happiness, why Benjamin Franklin was such a badass, and how to avoid falling for our own lies. This smart and highly entertaining book will be wowing readers for years to come.

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

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. 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.

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 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 win.

. . .

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 higher pay incentivize people to work harder? If you think the answers to these questions are a matter of common sense, think again. As sociologist and network science pioneer Duncan Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life-explanations that seem obvious once we know the answer—are less useful than they seem. Watts shows how commonsense reasoning and history conspire to mislead us into thinking that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. Only by understanding how and when common sense fails can we improve how we plan for the future, as well as understand the present—an argument that has important implications in politics, business, marketing, and even everyday life.

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

You are meant to have an amazing life! This is the handbook to the greatest power in the Universe - The Power to have anything you want. Every discovery, invention, and human creation comes from The Power. Perfect health, incredible

relationships, a career you love, a life filled with happiness, and the money you need to be, do, and have everything you want, all come from The Power. The life of your dreams has always been closer to you than you realized, because The Power -to have everything good in your life - is inside you. To create anything, to change anything, all it takes is just onething...THE POWER.

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.

For over twenty years, psychologist Richard Wiseman has examined the quirky science of everyday life. In *Quirkology*, he navigates the oddities of human behavior, explaining the tell-tale signs that give away a liar, the secret science behind speed-dating and personal ads, and what a person's sense of humor reveals about the innermost workings of his or her mind—all along paying tribute to others who have carried out similarly weird and wonderful work. Wiseman's research has involved secretly observing people as they go about their daily business, conducting unusual experiments in art exhibitions and music concerts, and even staging fake séances in allegedly haunted buildings. With thousands of research subjects from all over the world, including enamored couples, unwitting pedestrians, and guileless dinner guests, Wiseman presents a fun, clever, and unexpected picture of the human mind.

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 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 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. 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 confidence.

This book is open access under a CC-BY license. Moral dilemmas are a pervasive feature of working life. Moral Reasoning at Work offers a fresh perspective on how to live with them using ethics and moral psychology research. It argues that decision-makers must go beyond compliance and traditional approaches to ethics to prepare for moral dilemmas. The second edition has been updated with a range of examples from the author's more recent research, to reflect current issues affecting organizations in the digital age. With two new chapters on artificial intelligence and social media, this new edition provides an up-to-date overview of ethical challenges in organizations.

Two experts in psychology and human behavior examine misperception and understanding, explaining why people fail to recognize the evidence right in front of them, and providing a kind of x-ray vision that will enable readers to conquer faulty thinking.

An investigative history of one of social psychology's classic--and most controversial--studies: the Robbers Cave experiment

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.

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