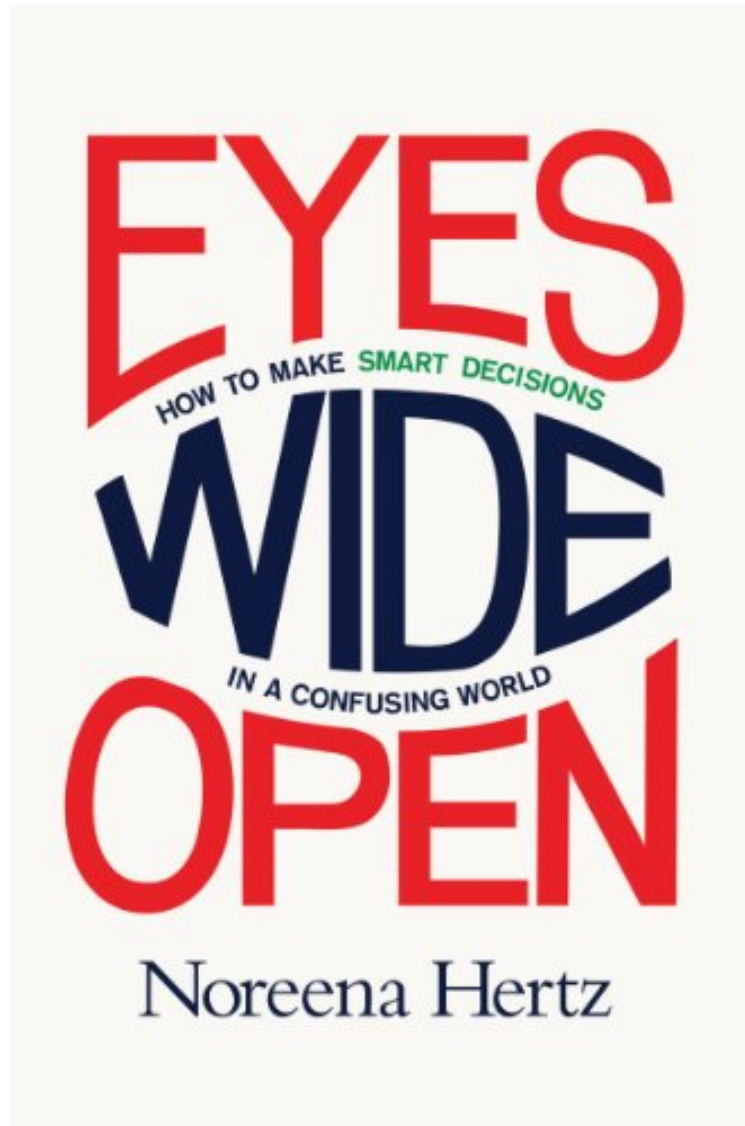


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Eyes Wide Open: How to Make Smart Decisions in a Confusing World

Noreena Hertz

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Noreena Hertz : Eyes Wide Open: How to Make Smart Decisions in a Confusing World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Eyes Wide Open: How to Make Smart Decisions in a Confusing World:

20 of 22 people found the following review helpful. Eye openingBy A SoodThe brain is a complex decision making machine that is obsessed with safety, survival and short-term gratifications. The thousands of decisions we make each day depend on how we perceive and process information. What we don't realize is the tremendous imprecision and

uncertainty around how we perceive and process. The decision maker within us isn't a rational utilitarian, but is an ignorant limited tool vulnerable to biases, misjudgments and greed. I wish I knew this thirty years ago. I am glad I know it now, thanks to Professor Hertz's groundbreaking book, *Eyes Wide Open*. In an engaging compassionate voice, Professor Hertz shares the realities of the human condition. In a deeply personal way, she points to the data deluge, distraction and disorder that challenge our brain's medieval mechanisms. She uncovers the fallacy of relying on experts or trusting the trend. The book clearly shows the breadth of her experience and penetrating insight, that is matched with eloquence and simplicity of expression. Although the pace slowed a bit in the last one third of the book, overall the book gave me a 'flow' experience. This isn't the first book I have read that tackles the topic of decision making and cognitive biases. But this is the first one that in ten simple steps offers me practical real world advice that I find relevant for most aspects of my life - right from how to raise our girls, to pursuing my life's calling. I know my decision to hear Professor Hertz's message will positively influence several of my future decisions. I wish the same for you.

Amit Sood MD MSc FACPP
Professor of Medicine
3 of 3 people found the following review helpful. Embrace Dissent
By Morris A. Pondfield
As a consultant, the final section on embracing dissent, shaking things up was valuable confirmation of what I come across in the emerging technology, start-up world. No one likes to hear they are wrong or going in the wrong direction, or listens to differing viewpoints that don't confirm theirs. There were worthwhile ideas that can be used to gain and maintain a competitive advantage for organization. We need to get honest feedback; we need to listen to them and appreciate its value. For if you do embrace dissent one can make a better decision with your eyes wide open.
8 of 9 people found the following review helpful. Must reading, particularly for the overconfident
By Classicist
If you already know everything, you don't need this book. Except that you do, because you're wrong. Ms. Hertz forces you to challenge your basic preconceptions--especially if they're not really yours but the property of some collection of like-minded experts. Once you read about the unusual behavior of the bizarre tribe known as the Nacirema, you'll be hooked. There were bits here and there where I thought Ms. Hertz gave nods to standard parts of the behavioral economics canon that didn't add much to her book. But on balance readers will benefit greatly from incorporate the hybrid vigor of ideas Ms. Hertz endorses into their thinking. Ideologically rigid types should take particular note.

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.

"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*)
"Impressively 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
Become a more confident, independent, and successful decision maker—savvy to how your emotions, moods, and habits can trip you up. In our fast-moving world, we're overloaded with differing opinions, conflicting data, and changing advice. But how thoroughly do we scrutinize those we listen to? Are we open to new ways of tackling problems or constrained by how we've made past decisions? How much do we challenge ourselves? By combining stories from Hollywood to NASA with the latest in brain science, Noreena Hertz reveals the extent to which life-altering, business-affecting, policy-determining, and health-defining

decisions are based on partial information, assumed wisdoms, corrupted data, and insufficient scrutiny. In this essential guide, she offers practical ways to make better, smarter choices and more accurate predictions—in your personal life and at work.

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.