

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

By Noreena Hertz



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


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.

 [Download Eyes Wide Open: How to Make Smart Decisions in a C...pdf](#)

 [Read Online Eyes Wide Open: How to Make Smart Decisions in a ...pdf](#)

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

By Noreena Hertz

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

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.

Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz Bibliography

- Sales Rank: #539423 in eBooks
- Published on: 2013-09-24
- Released on: 2013-09-24
- Format: Kindle eBook

 [Download Eyes Wide Open: How to Make Smart Decisions in a C...pdf](#)

 [Read Online Eyes Wide Open: How to Make Smart Decisions in a ...pdf](#)

Download and Read Free Online Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz

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:

Catherine Kuntz:

The knowledge that you get from Eyes Wide Open: How to Make Smart Decisions in a Confusing World will be the more deep you rooting the information that hide inside words the more you get considering reading it. It does not mean that this book is hard to recognise but Eyes Wide Open: How to Make Smart Decisions in a Confusing World giving you thrill feeling of reading. The author conveys their point in certain way that can be understood simply by anyone who read this because the author of this e-book is well-known enough. This book also makes your personal vocabulary increase well. It is therefore easy to understand then can go along with you, both in printed or e-book style are available. We suggest you for having this specific Eyes Wide Open: How to Make Smart Decisions in a Confusing World instantly.

Brian Wallace:

This book untitled Eyes Wide Open: How to Make Smart Decisions in a Confusing World to be one of several books that best seller in this year, here is because when you read this book you can get a lot of benefit onto it. You will easily to buy that book in the book retail outlet or you can order it through online. The publisher in this book sells the e-book too. It makes you easier to read this book, as you can read this book in your Smart phone. So there is no reason to your account to past this reserve from your list.

Sandra Bland:

Do you have something that you prefer such as book? The reserve lovers usually prefer to select book like comic, short story and the biggest you are novel. Now, why not seeking Eyes Wide Open: How to Make Smart Decisions in a Confusing World that give your satisfaction preference will be satisfied by simply

reading this book. Reading routine all over the world can be said as the method for people to know world a great deal better than how they react toward the world. It can't be claimed constantly that reading routine only for the geeky person but for all of you who wants to possibly be success person. So , for all you who want to start examining as your good habit, you may pick Eyes Wide Open: How to Make Smart Decisions in a Confusing World become your own starter.

Delbert Storey:

Your reading 6th sense will not betray you actually, why because this Eyes Wide Open: How to Make Smart Decisions in a Confusing World guide written by well-known writer who knows well how to make book that may be understand by anyone who read the book. Written in good manner for you, still dripping wet every ideas and writing skill only for eliminate your hunger then you still hesitation Eyes Wide Open: How to Make Smart Decisions in a Confusing World as good book not only by the cover but also through the content. This is one e-book that can break don't assess book by its cover, so do you still needing an additional sixth sense to pick this!?! Oh come on your looking at sixth sense already alerted you so why you have to listening to one more sixth sense.

**Download and Read Online Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz
#TC3V2K87RUB**

Read Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz for online ebook

Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz books to read online.

Online Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz ebook PDF download

Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz Doc

Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz Mobipocket

Eyes Wide Open: How to Make Smart Decisions in a Confusing World By Noreena Hertz EPub