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Everything is Obvious: Once you know the answer is a challenge to the notion that common sense is good sense. It is a

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1-Sentence-Summary: Everything Is Obvious shows you that common sense isn't as reliable as you think it is, because it often fails us in helping to make predictions, and how you can change the way you or your company make decisions with more scientific, statistically grounded methods.

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From one of the world's most influential and cited sociologists, Everything is Obvious reveals how variable is human common sense and how, as individuals, societies and businesses, we delude ourselves into thinking we can know the future.

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