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Blindsided: How Business and Society is Shaped by Our Irrational and Unpredictable Behaviour

Jonathan Gifford

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Human beings, it seems safe to say, are irredeemably selfish, greedy, short-sighted and prone to mass delusion. Time and again throughout history, business and society have been blindsided by people's irrational and unpredictable behaviour. More often than we would care to admit, we look back on a disastrous set of events and think: How could that happen? How could we have been so stupid? Why, for goodness sake, didn't we see that coming? *Blindsided* takes a compelling look at the outbreak of some of the most dramatic crises of recent times: from the Dot-Com Bubble to the Credit Crunch, from the Spanish Flu epidemic to the Dust Bowl, from the collapse of Enron to countless rushes, riots and revolutions. In every case, what we believed to be rational decisions made by us enlightened investors, consumers, planners and citizens turned out to be flawed and gravely mistaken. How do we avoid being blindsided by the Next Big One? Provocative, insightful and entertaining, this book shines a new light on our societies and economies, and into the inescapably irrational workings of our minds.

About the Author JONATHAN GIFFORD is a business man, historian and author, whose writing focuses particularly on the human aspects of leadership and management. After reading philosophy at the University of Kent at Canterbury, Jonathan worked for a number of major media organizations, beginning his career at the Guardian newspaper in the 1970's. He went on to work for the Sunday Express, the Mail on Sunday, and later for BBC Worldwide, where he launched the award-winning BBC History Magazine in 2000. Jonathan now runs his own company, Gifford Creative, and is a director of the marketing consultancy Bluequest Media. He lives in Oxfordshire with his wife and children.