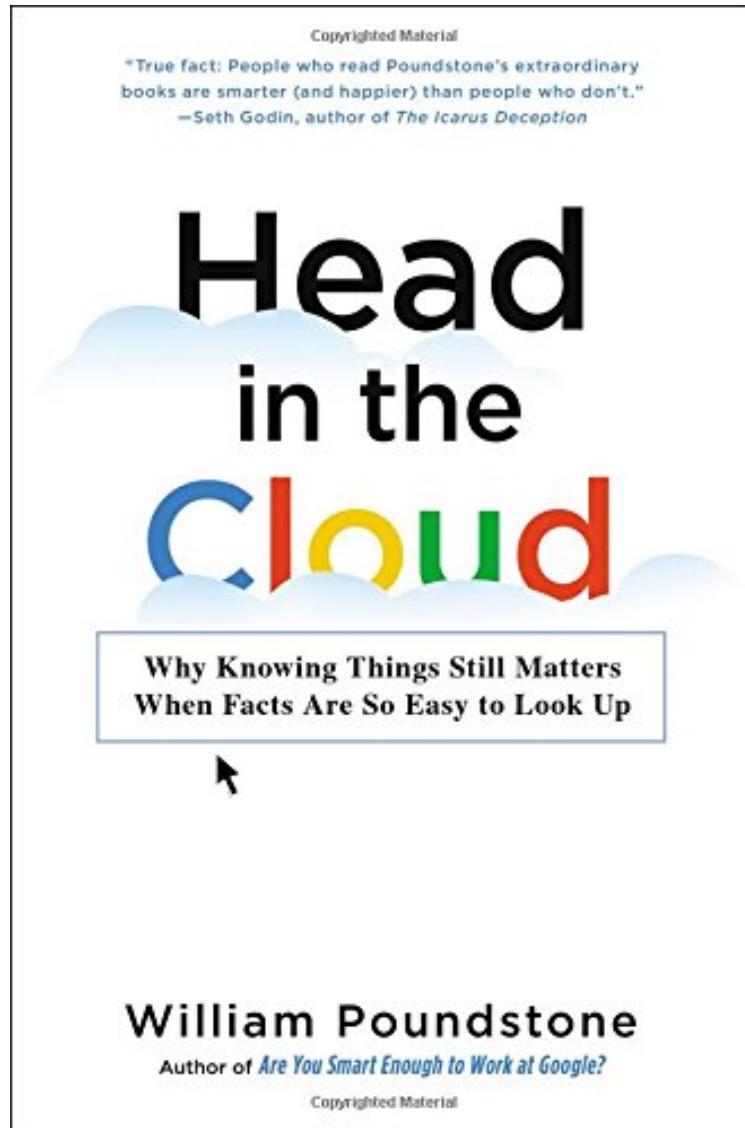


Head in the Cloud: Why Knowing Things Still Matters When Facts Are So Easy to Look Up

William Poundstone

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William Poundstone : Head in the Cloud: Why Knowing Things Still Matters When Facts Are So Easy to Look Up before purchasing it in order to gage whether or not it would be worth my time, and all praised Head in the Cloud: Why Knowing Things Still Matters When Facts Are So Easy to Look Up:

0 of 0 people found the following review helpful. Poundstone details a great deal of survey data about general knowledge and things ...By ARGInteresting book, but not quite what I expected from it. Poundstone details a great deal of survey data about general knowledge and things that correlates with. The survey results are fascinating and I even sought out the full studies for more detail. As for the meat of why it matters, it wasn't as well developed as I had anticipated. Knowing things indicates some level of education, leisure, and background status that correlates with income and future status but also age, interests and nothing. Interesting engaging read, but lacking meat3 of 3 people found the following review helpful. Eye opening demonstration of human nature. A must read for the young. Scary outlook for democracy.By CustomerThought provoking and learning experience in a fun and easily accessible framework.The subject matter is essentially life in complex society and how to cope and improve as we muddle along.As the book demonstrates so elegantly, some muddle more than others!0 of 0 people found the following review helpful. Neat book!By John PedemontiVery interesting book. It can be a bit overwhelming with the sheer amount of numbers, statistics and surveys within. I guess that is expected when taking into consideration what the author intends for people to realize or learn. I did take away a lot from it though.

The real-world value of knowledge in the mobile-device age.More people know who Khloe Kardashian is than who Rene Descartes was. Most can't find Delaware on a map, correctly spell the word occurrence, or name the largest ocean on the planet. But how important is it to fill our heads with facts? A few keystrokes can summon almost any information in seconds. Why should we bother learning facts at all?Bestselling author William Poundstone confronts that timely question in HEAD IN THE CLOUD. He shows that many areas of knowledge correlate with the quality of our lives--wealth, health, and happiness--and even with politics and behavior. Combining Big Data survey techniques with eye-opening anecdotes, Poundstone examines what Americans know (and don't know) on topics ranging from quantum physics to pop culture. HEAD IN THE CLOUD asks why we're okay with spelling errors on menus but not on resumes; why Fox News viewers don't know which party controls Congress; why people who know "trivia" make more money than those who don't; how individuals can navigate clickbait and media spin to stay informed about what really matters. Hilarious, humbling, and wildly entertaining, HEAD IN THE CLOUD is a must-read for anyone who doesn't know everything.

"True fact: People who read Poundstone's extraordinary books are smarter (and happier) than people who don't."Seth Godin, author of The Icarus Deception"This breezy, pop-research overview of the decline of basic knowledge in the age of information overdrive could provide plenty of nuggets for journalists and hand-wringers over how many more millennials are familiar with the Kardashians than Descartes and can't name a single South American novelist or locate most African countries on a map."Kirkus s"A lot of fun."Rebecca Schinsky, Book RiotAbout the AuthorWilliam Poundstone is the author of fourteen books--including Rock Breaks Scissors, Are You Smart Enough to Work at Google?, How Would You Move Mount Fuji?, and Fortune's Formula, which was Editor's pick for the number one nonfiction book of the year. He has written for the Believer, the Economist, Encyclopaedia Britannica, Esquire, Harper's, Harvard Business , the New York Times op-ed page and Book , and Village Voice. Follow Poundstone on Twitter (@WPoundstone) and learn more at his website, home.williampoundstone.net.