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An Introduction to

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Stuck - unstuck: using  
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He speaks and teaches internationally, and his many books include Blind Spot: Illuminating the Hidden Value of Business, Experience Design 1.1, Making Meaning, Design Is the Problem, Design Strategy

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Nathan Shedroff (Author),  
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define a blind spot as a  
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Steve Diller, Nathan  
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Chapter 10: Design. At this  
point in your journey, it's  
time to start making

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touchpoints. Let's face  
it—this can be a little  
scary.

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improve their performance simply by becoming more self-aware. Research shows that leaders can improve their performance simply by becoming more self-aware.

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the mind that houses hidden  
biases. Writing with  
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perceptions of social  
groups--without our

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awareness or conscious control--shape our likes and dislikes and our judgments about people's character, abilities, and potential.

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Posted on November 15, 2016  
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been quite a year here at

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Rosenfeld Media HQ. Four successful events, two new book imprints, and today, we bring you our seventh title of 2016: Blind Spot: Illuminating the Hidden Value of Business (by Steve Diller, Nathan Shedroff, and



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Sean Sauber ). It's fair to say that if you're in any type of business, you and I continually struggle to gain and strengthen customer loyalty.

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Distracted by traditional metrics and mounting access to data, leaders are blinded to what it actually takes to create greater value for their businesses:  
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eradicate our own prejudices, we can counteract them. The first step is to turn a hidden bias into a visible one. . . . What if we're not the magnanimous people we think we are?"—The Washington Post

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I know my own mind. I am able to assess others in a fair and accurate way. These self-perceptions are challenged by leading psychologists Mahzarin R. Banaji and Anthony G. Greenwald as they explore



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the hidden biases we all carry from a lifetime of exposure to cultural attitudes about age, gender, race, ethnicity, religion, social class, sexuality, disability status, and nationality. "Blindspot" is

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the authors' metaphor for the portion of the mind that houses hidden biases.

Writing with simplicity and verve, Banaji and Greenwald question the extent to which our perceptions of social groups—without our awareness

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or conscious control—shape our likes and dislikes and our judgments about people's character, abilities, and potential. In *Blindspot*, the authors reveal hidden biases based on their experience with the Implicit

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strive to align our behavior with our intentions. The aim of Blindspot is to explain the science in plain enough language to help well-intentioned people achieve that alignment. By gaining awareness, we can adapt

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beliefs and behavior and  
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about yourself.”—Leonard  
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that we are not aware of can  
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Do you ever feel like you're  
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only a fraction of its true clarity and depth? Are your days dominated by a single emotion such as fear, sadness, anger, or disappointment? At work or in your personal life, do you find yourself facing

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that newfound awareness to improve our lives. Here, author Kelly Boys presents emerging research from many fields of psychology and neuroscience, personal stories, and a wealth of hands-on exercises and

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practices to help us  
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transform our own hidden  
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unnecessary suffering and  
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is right in front of you and  
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Many designers enjoy the interfaces seen in science fiction films and television shows. Freed from the rigorous constraints of designing for real users,

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sci-fi production designers develop blue-sky interfaces that are inspiring, humorous, and even instructive. By carefully studying these “outsider” user interfaces, designers can derive lessons that make



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In the early 12th century,  
members of the Chinese royal  
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surrounded by advisors who

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mirrored only their own perspectives. Out of fear and complacency, few of these advisors challenged accepted wisdom, questioned the status quo, or voiced their concerns. Insightful leaders realized this denied

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them critical access to the reality about themselves and their organizations. Court jesters, however, free from conventional restraints and fears, began to supply truth in very clever ways, thereby opening up new perspectives,

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insights, ideas and options for those leaders they attended. Today, more than ever, individuals are searching for ways to positively contribute to organizational leadership, culture and behavior. To do

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that successfully, they need insight into organizational truth as well as strategies to reveal that truth to others in a way that does not cause defensiveness or resistance. Jesters are needed as much today just as

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they were in the courts of old. David Riveness, in his insightful and entertaining book *The Secret Life of the Corporate Jester*, reveals how to adopt and apply a ?jester's perspective.? The perspective and behaviors of

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and adopted by anyone  
regardless of his or her  
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book can wield significant  
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remarkable positive  
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Jester, an organization  
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As part of this role, he delivers personalized keynote addresses, learning sessions and coaching for companies, organizations, and individuals. Prior to founding Corporate Jester,

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David served as the Director of Global Facilitations for Eagle's Flight, a worldwide innovator in the development and delivery of practical training programs for organizations. While at Eagle's Flight, he

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facilitated and implemented training programs with such industry leaders as Warner Bros., NIKE, ESPN, Pfizer, The American Heart Association and Citibank on a variety of topics relating to organizational and

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David has hosted dynamic training workshops and speaking engagements ranging from small groups to large workshops with 3,500 attendees. He has worked as a facilitator and speaker

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in terms of usability,  
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filled look at the hidden things that shape our lives in unexpected and sometimes dangerous ways. Our naked eyes see only a thin sliver of reality. We are blind in comparison to the X-rays that peer through skin, the

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mass spectrometers that detect the dead inside the living, or the high-tech surveillance systems that see with artificial intelligence. And we are blind compared to the animals that can see in

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infrared, or ultraviolet, or in 360-degree vision. These animals live in the same world we do, but they see something quite different when they look around. With all of the curiosity and flair that drives her

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broadcasting, Ziya Tong  
illuminates this hidden  
world, and takes us on a  
journey to examine ten of  
humanity's biggest blind  
spots. First, we are  
introduced to the blind  
spots we are all born with,

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to see how technology reveals an astonishing world that exists beyond our human senses. It is with these new ways of seeing that today's scientists can image everything from an atom to a black hole. In Section Two,

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our collective blind spots  
are exposed. It's not that  
we can't see, Tong reminds  
us. It's that we don't. In  
the 21st century, there are  
cameras everywhere, except  
where our food comes from,  
where our energy comes from,

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and where our waste goes. Being in the dark when it comes to how we survive makes it impossible to navigate our future. Lastly, the scope widens to our civilizational blind spots. Here, the blurred lens of



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history reveals how we inherit ways of thinking about the world that seem natural or inevitable but are in fact little more than traditions, ways of seeing the world that have come to harm it. This vitally

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humane, The Reality Bubble  
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we've all had -- that there  
is more to the world than  
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“ We're now hip-deep, if not  
drowning, in the 'experience

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of market research, the authors of Making Meaning observe, define, and describe the meaningful customer experience. By consciously evoking certain deeply valued meanings through their products,

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services, and multidimensional customer experiences, they argue, companies can create more value and achieve lasting strategic advantages over their competitors. A few businesses are already



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and from the authors' observations of the contemporary global market, this book outlines a plan of action and describes the attributes of a meaning-centric innovation team. Meaningful experiences—as

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distinct from trivial ones—reinforce or transform the customer's sense of purpose and significance. The authors' vision of a world of meaningful consumption is idealistic, but don't be fooled: this is

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the British Empire's far  
shores—in the city of  
Boston, lately seized with  
the spirit of liberty. Eager  
to begin anew, he advertises  
for an apprentice, but the  
lad who comes knocking is no  
lad at all. Fanny Easton is



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Hidden Value In Business  
a fallen woman from Boston's  
most prominent family who  
has disguised herself as a  
boy to become Jameson's  
defiant and seductive  
apprentice. Written with wit  
and exuberance by  
accomplished historians,

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Blindspot is an affectionate send-up of the best of eighteenth-century fiction. It celebrates the art of the Enlightenment and the passion of the American Revolution by telling stories of ordinary people

# Bookmark File PDF Blind Spot Illuminating The Hidden Value In Business caught up in an extraordinary time.

What should we make of the outsized role organized crime plays in conflict and crisis, from drug wars in Mexico to human smuggling in

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North Africa, from the struggle in Crimea to scandals in Kabul? How can we deal with the convergence of politics and crime in so-called 'mafia states' such as Guinea-Bissau, North Korea or, as some argue,

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Russia? Drawing on unpublished government documents and mafia memoirs, James Cockayne discovers the strategic logic of organized crime, hidden in a century of forgotten political--criminal

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Sicily and the Caribbean. He reveals states and mafias competing - and collaborating -- in a competition for governmental power. He discovers mafias influencing elections,

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changing constitutions,  
organizing domestic  
insurgencies and  
transnational terrorism,  
negotiating peace deals, and  
forming governmental joint  
ventures with ruling groups.  
And he sees mafias working

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with the US government to  
spy on American citizens,  
catch Nazis, try to  
assassinate Fidel Castro,  
invade and govern Sicily,  
and playing unappreciated  
roles in the Bay of Pigs  
fiasco and the Cuban Missile



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