

Todo Mundo Mente - Seth Stephens-Davidowitz Ler Ebook



Todo Mundo Mente Seth Stephens-Davidowitz ler ebook, Nesta obra ousada, Seth Stephens-Davidowitz, economista formado por Harvard, defende que muito do que pensávamos sobre as pessoas estava completamente errado. O motivo? Todo mundo mente, para amigos, parceiros, médicos, pesquisas — e para si mesmo. Entretanto, não precisamos mais confiar no que as pessoas nos dizem. Novos dados da internet finalmente revelam a verdade. Ao analisar essa mina de ouro digital, podemos agora descobrir o que as pessoas realmente pensam, querem e fazem. Todo Mundo Mente combina a análise informada de O Sinal e o Ruído, de Nate Silver, o storytelling de Fora de Série — Outliers, de Malcolm Gladwell, e a sagacidade e diversão de Freakonomics, de Steven Levitt e Stephen Dubner, em um livro que mudará sua forma de encarar o mundo. A capacidade de aprendizado sobre a natureza humana a partir de Big Data é praticamente ilimitada — basta fazer as perguntas certas.

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