

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



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Reviews

The publication is great and fantastic. It is probably the most remarkable book i actually have read through. Its been printed in an exceedingly easy way and it is merely right after i finished reading through this publication where in fact altered me, modify the way i think.
(Tomas Witting)

HEAD IN THE CLOUD: WHY KNOWING THINGS STILL MATTERS WHEN FACTS ARE SO EASY TO LOOK UP



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Little Brown and Company, United States, 2016. Paperback. Book Condition: New. 208 x 139 mm. Language: English . Brand New Book. 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; don't know what Frank Lloyd Wright did for living; can't say how many calories are in a Big Mac or how many candles are on a menorah. How important it is to know things, anyway? William Poundstone uses Big Data survey technology to examine how knowledge relates to wealth, health, politics, and behavior. HEAD IN THE CLOUD identifies the types of knowledge that still matter (and those that don't). It asks why Fox News viewers don't know which party controls Congress; why we're okay with spelling errors on menus but not on resumes; how we can navigate clickbait and media spin to stay truly informed. HEAD IN THE CLOUD is a witty, practical guide to succeeding in a culturally illiterate age.



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