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Why We Ignore The Obvious At  
Our Peril Margaret Heffernan

# **Willful Blindness Why We Ignore The Obvious At Our Peril Margaret Heffernan**

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## **Willful Blindness Why We Ignore**

Willful Blindness is when a person or people chose to deliberately pretend not to know about or ignore ethically

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dubious acts. It happens on both a micro and macro scale. It spans all parts of society. It can have devastating consequences to both individuals and communities.

## **Willful Blindness: Why We Ignore the Obvious at Our Peril ...**

Willful Blindness: Why We Ignore the

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Obvious at Our Peril. Margaret Heffernan argues that the biggest threats and dangers we face are the ones we don't see--not because they're secret or invisible, but because we're willfully blind.

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the Obvious at Our Peril ...**

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Willful Blindness combines compelling anecdotes, insightful interviews, and convincing scientific evidence to confront the mental distortions that conspire to blind us. Heffernan skillfully shows that by questioning the reasons for our actions and beliefs, we can take positive steps to avoid deluding ourselves.

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**Willful Blindness: Why We Ignore  
the Obvious at Our Peril ...**

Willful Blindness: Why We Ignore the  
Obvious at our Peril was first published  
in 2011. NEW UPDATED EDITION FOR  
2019 Fully revised and updated since its  
first publication in 2011 to encompass  
further appalling instances of Willful



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Blindness: Grenfell Tower, Carillion,  
Harvey Weinstein, Windrush and many  
more.

## **Margaret Heffernan - Wilful Blindness**

About Willful Blindness “With deft prose  
and page after page of keen insights,  
Heffernan shows why we close our eyes

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to facts that threaten our families, our livelihood, and our self-image--and, even better, she points the way out of the darkness." --Daniel H. Pink In the tradition of Malcolm Gladwell and Nassim Nicholas Taleb, Margaret Heffernan's Willful Blindness is a tour de force on ...

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**Willful Blindness: Why We Ignore  
the Obvious at Our Peril ...**

Many people will ignore, disparage, or turn a blind eye to this book because they find the concept that human behavior is predictable offensive. Her commentary that critical thinking has become passe is depressing. I know many of us went through college and

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never saw a multiple choice exam,  
maybe a quiz, but not an exam, today  
they are the norm.

## **Willful Blindness: Why We Ignore the Obvious at Our Peril ...**

In Willful Blindness: Why We Ignore the  
Obvious at Our Peril (public library),  
serial entrepreneur and author Margaret

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Heffernan examines the intricate, pervasive cognitive and emotional mechanisms by which we choose, sometimes consciously but mostly not, to remain unseeing in situations where “we could know, and should know, but don’t know because it makes us feel better not to know.”

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Why We Ignore The Obvious At  
Our Peril Margaret Heffernan  
**Why We Ignore the Obvious: The  
Psychology of Willful Blindness**

In her book, Willful Blindness: Why We Ignore the Obvious at Our Peril, Margaret Heffernan, examines the cognitive mechanisms by which we choose, sometimes consciously but mostly not, to remain...

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**The Psychology of Willful Ignorance:  
Margaret Heffernan on ...**

In some ways, they all act like money; making us feel good at first, with consequences we don't see. We wouldn't be so blind if our blindness didn't deliver rewards; the benefit of comfort and ease." — Margaret Heffernan, Willful Blindness: Why We Ignore the Obvious

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at Our Peril

**Willful Blindness Quotes by  
Margaret Heffernan**

- We like people that are the same or similar to ourselves. This can lead to blindness to difference and diversity and the benefits of the challenges that they bring. - Love of people, ideas, money,



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things, values, can make us blind. -  
Holding on to deeply held beliefs can  
mean we miss or ignore evidence that is  
contrary to these deeply held beliefs.

**Wilful Blindness: Why We Ignore the  
Obvious: Amazon.co.uk ...**

Wilful Blindness is when a person or  
people chose to deliberately pretend not

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to know about or ignore ethically dubious acts. It happens on both a micro and macro scale. It spans all parts of society. It can have devastating consequences to both individuals and communities.

**Wilful Blindness: Why We Ignore the Obvious eBook ...**

# Read Book Willful Blindness Why We Ignore The Obvious At Our Peril Margaret Heffernan

Margaret Heffernan, *Willful Blindness: Why We Ignore the Obvious at Our Own Peril* (Simon & Schuster UK; Reissue edition, 2011) C. S. Lewis, *The Four Loves* (Fontana, 1960), 62.

## **Willful Blindness - Clapham Institute**

“Willful Blindness is an engaging read, packed with cautionary tales ripped from

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today's headlines as well as a trove of research on why we often stick our head in the sand. With deft prose and page after page of keen insights, Heffernan shows why we close our eyes to facts that threaten our families, our livelihood, and our self-image—and, even better, she points the way out of the darkness.”

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**Willful Blindness: Why We Ignore  
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The best-selling Willful Blindness : Why We Ignore the Obvious at our Peril was named one of the most important business books of the decade by the Financial Times, and was shortlisted for the FT Business Book Award 2011.

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**Willful Blindness | Book by Margaret Heffernan | Official ...**

Praise For Willful Blindness: Why We Ignore the Obvious at Our Peril ... “Clear, flowing prose ... The book made me think long and hard about how the pace and priorities of our daily lives can hinder our ability to live as decently and as truthfully as we can.” — New York

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Times

**Willful Blindness: Why We Ignore  
the Obvious at Our Peril ...**

Willful Blindness Willful Blindness: Why We Ignore the Obvious at our Peril was published in 2011. In it, Heffernan argues that the biggest threats and dangers we face are the ones we don't

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see - not because they're secret or invisible, but because we're willfully blind .

## **Margaret Heffernan - Wikipedia**

In her 2012 book, *Willful Blindness: Why We Ignore the Obvious*, Heffernan examined the phenomenon of wilful blindness. Drawing on a wide array of



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sources from psychological studies and social statistics to interviews with the relevant protagonists she examined what it is about human nature which makes us so prone to wilful blindness.

## **Wilful Blindness: Why We Ignore the Obvious | Event | NHS ...**

About the author Willful Blindness

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(2011) is about a common phenomenon through which humans block out the uncomfortable realities of the world. These blinks explain how and why people so often fail to see what's right in front of their noses and outlines the steps we can all take to open our eyes to the truth.

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