

《INVISIBLE GORILLA, THE (ISBN=9780307459664)》

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内容简介

Reading this book will make you less sure of yourself—and that's a good thing. In *The Invisible Gorilla*, Christopher Chabris and Daniel Simons, creators of one of psychology's most famous experiments, use remarkable stories and counterintuitive scientific findings to demonstrate an important truth: Our minds don't work the way we think they do. We think we see ourselves and the world as they really are, but we're actually missing a whole lot.

Chabris and Simons combine the work of other researchers with their own findings on attention, perception, memory, and reasoning to reveal how faulty intuitions often get us into trouble. In the process, they explain:

? Why a company would spend billions to launch a product that its own analysts know will fail

? How a police officer could run right past a brutal assault without seeing it

? Why award-winning movies are full of editing mistakes

? What criminals have in common with chess masters

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作者简介

CHRISTOPHER CHABRIS and DANIEL SIMONS are cognitive psychologists who have each received accolades for their research on a wide range of topics. Their “Gorillas in Our Midst” study reveals the dark side of our ability to pay attention and has quickly become one of the best-known experiments in all of psychology; it inspired a stage play and was even discussed by characters on *C.S.I.* Chabris, who received his Ph.D. from Harvard, is a psychology professor at Union College in New York. Simons, who received his Ph.D. from Cornell, is a psychology professor at the University of Illinois.

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