

The Invention Of Air Steven Johnson

Collects essays, interviews, and insights on innovation by such field leaders as Peter Drucker, Richard Florida, and Eric Von Hippel.

Tune in, turn on and get smarter ... The Simpsons, Desperate Housewives, The Apprentice, The Sopranos, Grand Theft Auto: We're constantly being told that popular culture is just mindless entertainment. But, as Steven Johnson shows, it's actually making us more intelligent. Here he puts forward a radical alternative to the endless complaints about reality TV, throwaway movies and violent video games. He shows that mass culture is actually more sophisticated and challenging than ever before. When we focus on what our minds have to do to process its complex, multilayered messages, it becomes clear that it's not dumbing us down - but smartening us up.

The Invention of Air A Story of Science, Faith, Revolution, and the Birth of America Penguin

From a coral reef teeming with life to the instant success of YouTube, the author explores what kind of environment fosters the development of good ideas, identifying the seven key principles for generating great notions. By the author of Everything Bad Is Good for You. Reprint. A best-selling book.

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A journey into the mind, showing the reader exactly how our minds work and how we can use this information to comprehend our behaviour. The author undertakes a variety of weird experiments to discover the reasons behind his own habits - such as making inappropriate jokes at the wrong time.

From Steven Johnson, the bestselling author of Where Good Ideas Come From, comes How We Got to Now, the companion book to his six-part BBC One television series exploring the power and the legacy of great ideas. How did photography bring about social reform? What connects refrigeration to Hollywood? And how did our battle against dirt help create smartphones? In this story of ingenious breakthroughs and unsung heroes, Steven Johnson explores the essential innovations that changed the world and how we live in it. 'A new Steven Johnson book is something not to be missed. The author has become the leading writer on how inventions happen' Daniel Finkelstein, The Times, Books of the Year 'Graceful and compelling ... you'll find yourself exhilarated' The New York Times Book Review 'Readable, entertaining, and a challenge to any jaded

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sensibility that has become inured to the everyday miracles all around us' Peter Forbes, Guardian'This nimble history of invention . . .is a many-layered delight' Nature

Planetary spaces such as the poles, the oceans, the atmosphere, and subterranean regions captured the British imperial imagination. Intangible, inhospitable, or inaccessible, these blank spaces—what Siobhan Carroll calls "atopias"—existed beyond the boundaries of known and inhabited places. The eighteenth century conceived of these geographic outliers as the natural limits of imperial expansion, but scientific and naval advances in the nineteenth century created new possibilities to know and control them. This development preoccupied British authors, who were accustomed to seeing atopic regions as otherworldly marvels in fantastical tales. Spaces that an empire could not colonize were spaces that literature might claim, as literary representations of atopias came to reflect their authors' attitudes toward the growth of the British Empire as well as the part they saw literature playing in that expansion. Siobhan Carroll interrogates the role these blank spaces played in the construction of British identity during an era of unsettling global circulations. Examining the poetry of Samuel T. Coleridge and George Gordon Byron and the prose of Sophia Lee, Mary Shelley, and Charles Dickens, as well as newspaper accounts and voyage narratives, she traces the ways Romantic and Victorian writers reconceptualized atopias as threatening or, at times, vulnerable. These textual explorations of the earth's highest reaches and secret depths shed light on

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persistent facets of the British global and environmental imagination that linger in the twenty-first century.

A historical chronicle of Victorian London's worst cholera outbreak traces the day-by-day efforts of Dr. John Snow, who put his own life on the line in his efforts to prove his previously dismissed contagion theory about how the epidemic was spreading. 80,000 first printing.

Plenty of books offer useful advice on how to get better at making quick-thinking, intuitive choices. But what about more consequential decisions, the ones that affect our lives for years, or centuries, to come? Our most powerful stories revolve around these kinds of decisions: where to live, whom to marry, what to believe, whether to start a company, how to end a war. Full of the beautifully crafted storytelling and novel insights that Steven Johnson's fans know to expect, *Farsighted* draws lessons from cognitive science, social psychology, military strategy, environmental planning, and great works of literature. Everyone thinks we are living in an age of short attention spans, but we've actually learned a lot about making long-term decisions over the past few decades. Johnson makes a compelling case for a smarter and more deliberative decision-making approach. He argues that we choose better when we break out of the myopia of single-scale thinking and develop methods for considering all the factors involved. There's no one-size-fits-all model for the important decisions that can alter the course of a life, an organization, or a civilization. But *Farsighted* explains how we can approach these choices more effectively, and how we can appreciate the subtle intelligence of

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choices that shaped our broader social history.

A portrait of scientist and theologian Joseph Priestly evaluates his friendships with such founding fathers as Benjamin Franklin and Thomas Jefferson while citing Priestly's role in the nation's intellectual development, the pursuit of key scientific agendas and the founding of the Unitarian Church. Reprint. A best-selling book.

Discusses the intellectual benefits of elements from modern popular culture, including video games and reality TV programs.

Cooper demonstrates how the lure of the open air, from rooftop schoolrooms to open-air theaters to the front porch, challenged air conditioning. Americans were slow to give up the social rituals of hot-weather living - the cold drink, the cool clothes, the summer vacation - for the comforts of either the window air conditioner or the central system.

From the bestselling author of *Everything Bad is Good for You*, Steven Johnson's *The Invention of Air* tells the incredible story of scientist and radical Joseph Priestley, who invented soda water, discovered oxygen, and incited rioting with his political views. In 1794, Joseph Priestley - amateur scientist, ordained minister and radical thinker - set sail for America to escape persecution. Steven Johnson tells his incredible story: the discovery of oxygen, the invention of a science, the founding of a church, and, with the great minds of his time, the development of the United States itself. But Priestley's revolutionary ideas put him in terrible danger. Johnson uses the progress of Priestley and his colleagues not merely to describe the wonder of

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discovery, but to show us how we have come to understand the world, how far we have travelled with the power of human enquiry - and how one man's curiosity can help build an entire country. 'A shot of the purest oxygen' Simon Winchester 'Packed with excellent stuff' Russell Davies 'Entertaining ... clear-sighted and intelligent' New Yorker 'As full of ingenuity and as delightful as its subject' Financial Times 'Brilliant' The New York Times 'Johnson paints Priestley not as a man of the past but precisely the sort of figure the world needs more than ever' New York Post Steven Johnson is the author of the acclaimed books *Everything Bad is Good for You*, *Mind Wide Open*, *Where Good Ideas Come From*, *The Ghost Map*, *Emergence* and *Interface Culture*. His writing appeared in the *Guardian*, the *New Yorker*, *Nation* and *Harper's*, as well as the op-ed pages of *The New York Times* and the *Wall Street Journal*. He is a Distinguished Writer In Residence at NYU's School Of Journalism, and a Contributing Editor to *Wired*. The scientific method is one of the most basic and essential concepts across the sciences, ensuring that investigations are carried out with precision and thoroughness. This book teaches the basic modes of scientific thought, not by philosophical generalizations, but by illustrating in detail how great scientists from across the sciences solved problems using scientific reason.

In *A Social History of Truth*, a leading scholar addresses these universal questions through an elegant recreation of a crucial period in the history of early modern science: the social world of gentlemen-philosophers in

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A bold new book reveals how we can tap the intelligence that exists beyond our brains--in our bodies, our surroundings, and our relationships Use your head. That's what we tell ourselves when facing a tricky problem or a difficult project. But a growing body of research indicates that we've got it exactly backwards. What we need to do, says acclaimed science writer Annie Murphy Paul, is think outside the brain. A host of "extra-neural" resources--the feelings and movements of our bodies, the physical spaces in which we learn and work, and the minds of those around us-- can help us focus more intently, comprehend more deeply, and create more imaginatively. The Extended Mind outlines the research behind this exciting new vision of human ability, exploring the findings of neuroscientists, cognitive scientists, psychologists, and examining the practices of educators, managers, and leaders who are already reaping the benefits of thinking outside the brain. She excavates the untold history of how artists, scientists, and authors--from Jackson Pollock to Jonas Salk to Robert Caro--have used mental extensions to solve problems, make

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discoveries, and create new works. In the tradition of Howard Gardner's *Frames of Mind* or Daniel Goleman's *Emotional Intelligence*, *The Extended Mind* offers a dramatic new view of how our minds work, full of practical advice on how we can all think better.

Steven Shapin argues that science, for all its immense authority and power, is and always has been a human endeavor, subject to human capacities and limits. Put simply, science has never been pure. To be human is to err, and we understand science better when we recognize it as the laborious achievement of fallible, imperfect, and historically situated human beings. Shapin's essays collected here include reflections on the historical relationships between science and common sense, between science and modernity, and between science and the moral order. They explore the relevance of physical and social settings in the making of scientific knowledge, the methods appropriate to understanding science historically, dietetics as a compelling site for historical inquiry, the identity of those who have made scientific knowledge, and the means by which science has acquired credibility and authority. This wide-ranging and intensely interdisciplinary collection by one of the most distinguished historians and sociologists of science represents some of the leading edges of change in the scholarly understanding of science

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over the past several decades.

". . . Steven Shapin and Simon Schaffer have ventured beyond ordinary history of science or history of ideas to produce a novel "exercise in the sociology of scientific knowledge.' . . . a historical study rich in new interpretations and notable for the use of sources of a kind not hitherto fully exploited by scholars".--Clive Holmes, American Historical Review "Shapin and Schaffer work out the implications of these debates [between Hobbes and Boyle] for the history of science with great skill of interpretation and exposition. They use their findings and their analysis to give an explanation of the experimental enterprise in general, which, although it is not philosophical in nature, always takes philosophy most seriously. This is simply one of the most original, enjoyable and important books published in the history of science in recent years".--Owen Hannaway, Technology and Culture "If any proof of the intellectual buoyancy or intrinsic worth of the history and philosophy for science was needed, nothing better could be provided than this study by Steven Shapin and Simon Schaffer. . . . Their findings suggest the futility of wrenching science from its ideological context, and not only with respect to the seventeenth century; they also detect parallels with the crisis of confidence affecting contemporary science".--Charles Webster, The Times Literary Supplement

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Life improves under the economic system often called "entrepreneurial capitalism" or "creative destruction," but more accurately called "innovative dynamism." Openness to Creative Destruction: Sustaining Innovative Dynamism shows how innovation occurs through the efforts of inventors and innovative entrepreneurs, how workers on balance benefit, and how good policies can encourage innovation. The inventors and innovative entrepreneurs are often cognitively diverse outsiders with the courage and perseverance to see and pursue serendipitous discoveries or slow hunches. Arthur M. Diamond, Jr. shows how economies grow where innovative dynamism through leapfrog competition flourishes, as in the United States from roughly 1830-1930. Consumers vote with their feet for innovative new goods and for process innovations that reduce prices, benefiting ordinary citizens more than the privileged elites. Diamond highlights that because breakthrough inventions are costly and difficult, patents can be fair rewards for invention and can provide funding to enable future inventions. He argues that some fears about adverse effects on labor market are unjustified, since more and better new jobs are created than are destroyed, and that other fears can be mitigated by better policies. The steady growth in regulations, often defended on the basis of the precautionary principle, increases the costs to potential entrepreneurs and

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thus reduces innovation. The "Great Fact" of economic history is that after at least 40,000 years of mostly "poor, nasty, brutish, and short" humans in the last 250 years have started to live substantially longer and better lives. Diamond increases understanding of why.

Leviathan and the Air-Pump examines the conflicts over the value and propriety of experimental methods between two major seventeenth-century thinkers: Thomas Hobbes, author of the political treatise Leviathan and vehement critic of systematic experimentation in natural philosophy, and Robert Boyle, mechanical philosopher and owner of the newly invented air-pump. The issues at stake in their disputes ranged from the physical integrity of the air-pump to the intellectual integrity of the knowledge it might yield. Both Boyle and Hobbes were looking for ways of establishing knowledge that did not decay into ad hominem attacks and political division. Boyle proposed the experiment as cure. He argued that facts should be manufactured by machines like the air-pump so that gentlemen could witness the experiments and produce knowledge that everyone agreed on. Hobbes, by contrast, looked for natural law and viewed experiments as the artificial, unreliable products of an exclusive guild. The new approaches taken in Leviathan and the Air-Pump have been enormously influential on historical studies of science. Shapin and Schaffer found a

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moment of scientific revolution and showed how key scientific givens--facts, interpretations, experiment, truth--were fundamental to a new political order. Shapin and Schaffer were also innovative in their ethnographic approach. Attempting to understand the work habits, rituals, and social structures of a remote, unfamiliar group, they argued that politics were tied up in what scientists did, rather than what they said. Steven Shapin and Simon Schaffer use the confrontation between Hobbes and Boyle as a way of understanding what was at stake in the early history of scientific experimentation. They describe the protagonists' divergent views of natural knowledge, and situate the Hobbes-Boyle disputes within contemporary debates over the role of intellectuals in public life and the problems of social order and assent in Restoration England. In a new introduction, the authors describe how science and its social context were understood when this book was first published, and how the study of the history of science has changed since then.

From the author of *Emergence* and *The Ghost Map*, Steven Johnson's *Mind Wide Open: Why You Are What You Think* takes us on a journey to the frontiers of brain science and reveals exactly how we're hardwired to think and feel. 'You are part reptile, part mammal, part primate. You are a dopamine fiend. You are a walking assembly of patterns and waves, clusters of neurons firing in

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sync with one another...' Experimenting with the latest technology, Stephen Johnson discovers (among other things) that everything we do - from falling in love to forming a sentence - is caused by neurons firing and chemicals swirling around our heads; that there are gadgets which can enable us to control our own brainwaves; that everyone's mind, like their fingerprint, is unique; and this can help us understand our own mental foibles - and see ourselves in a totally new way. 'As Steven Johnson explores his inner world . . . we have a new sense of what it means to be human' The New York Times 'Refreshingly personal . . . endlessly fascinating' Guardian 'Steven Johnson has an eye for the most interesting new ideas in this exploding field, and he explains them with insight and gusto' Stephen Pinker Steven Johnson is the author of the acclaimed books Everything Bad is Good for You, The Ghost Map, Where Good Ideas Come From, Emergence and Interface Culture. His writing appeared in the Guardian, the New Yorker, Nation and Harper's, as well as the op-ed pages of The New York Times and the Wall Street Journal. He is a Distinguished Writer In Residence at NYU's School Of Journalism, and a Contributing Editor to Wired.

This book explores the reasons for Stevens's delight in the act of transformation, the philosophical undertones that the act of transformation suggests, and the symbolic landscape of the "imagined land"

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that he creates in the combined effort of the poems of transformation. The author has done excellent research into the man and the poet.

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Although the first air cadet unit was raised in Bournemouth in 1928, the first squadrons to be formed in a privately funded national organisation were part of the Air Defence Cadet Corps in 1938. Thousands of youngsters joined and were able to learn about aircraft, aerodynamics, navigation, mechanics and other subjects not taught in schools. The organization was to become known as The Air Training Corps (ATC) and as war loomed it was considered a useful RAF recruitment tool to attract potential airmen and ground crew. Throughout the war ATC cadets supported the home defences by fire watching, as messengers and as observers, working alongside the Home Guard, the fire services

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and other vital organisations. During the second half of the 1900s the corps continued to thrive. Girls were now included and retired RAF officers and other ranks continued to take an active part in each squadron. There are now over 900 squadrons within the UK, providing the same skills to modern youth and teaching them the importance of personal responsibility and teamwork via annual camps at RAF stations, adventure training and flight experience. This book looks at all aspects of the Air Cadet's history and tradition, including the RAF sections of the Combined Cadet Force attached to public and grammar schools. It concludes with an analysis of what subjects and courses are currently available with many past and present illustrations. As seen in The York Press and The Scarborough News. Combines scientific theory, cultural analysis, and reportage to shed new light on the cutting-edge theory of emergence and its impact on the world. The best-selling author of Where Good Ideas Come From presents an optimistic assessment of how a technologically connected world can enable a better if different future, outlining a rising model of political change that breaks traditional categories of thinking and enables positive solutions. 75,000 first printing. This one-volume anthology provides a comprehensive analysis of the role that air power has played in military conflicts over the past century. Comprising sixteen essays penned by a global cadre

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of leading military experts, *A History of Air Warfare* chronologically examines the utility of air power from the First World War to the second Lebanon war, campaign by campaign. Each essay lays out the objectives, events, and key players of the conflict in question, reviews the role of air power in the strategic and operational contexts, and explores the interplay between the political framework and mil. In *Air's Appearance*, Jayne Elizabeth Lewis enlists her readers in pursuit of the elusive concept of atmosphere in literary works. She shows how diverse conceptions of air in the eighteenth century converged in British fiction, producing the modern literary sense of atmosphere and moving novelists to explore the threshold between material and immaterial worlds. *Air's Appearance* links the emergence of literary atmosphere to changing ideas about air and the earth's atmosphere in natural philosophy, as well as to the era's theories of the supernatural and fascination with social manners—or, as they are now known, “airs.” Lewis thus offers a striking new interpretation of several standard features of the Enlightenment—the scientific revolution, the decline of magic, character-based sociability, and the rise of the novel—that considers them in terms of the romance of air that permeates and connects them. As it explores key episodes in the history of natural philosophy and in major literary works like *Paradise Lost*, “*The Rape of the Lock*,”

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Robinson Crusoe, and The Mysteries of Udolpho, this book promises to change the atmosphere of eighteenth-century studies and the history of the novel.

Put four pro wrestlers in a ring and the opportunity for athleticism, mischief, and pure entertainment is more than doubled. This comprehensive look at one of the most fascinating aspects of the sport of wrestling is an entertaining journey through the world of tag teams, exploring their essential role in wrestling promotions both large and small. With detailed historical and insider information based on hundreds of extensive interviews with well-known wrestlers, promoters, and managers, even casual fans will be anxious to see where their favorite twosome stacks up on the list of top tag teams of all time.

In the past century, multinational military operations have become the norm; but while contributions from different nations provide many benefits -- from expanded capability to political credibility -- they also present a number of challenges. Issues such as command and control, communications, equipment standardization, intelligence, logistics, planning, tactics, and training all require consideration.

Cultural factors present challenges as well, particularly when language barriers are involved. In *Allies in Air Power*, experts from around the world survey these operations from the birth of aviation to

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the present day. Chapters cover conflicts including World War I, multiple theaters of World War II, the Korean War, the Vietnam War, the Gulf War, Kosovo, the Iraq War, and various United Nations peacekeeping missions. Contributors also analyze the role of organizations such as the UN, NATO, and so-called "coalitions of the willing" in laying the groundwork for multinational air operations. While joint military action has become commonplace, there have been few detailed studies of air power cooperation over a prolonged period or across multiple conflicts. The case studies in this volume not only assess the effectiveness of multinational operations over time, but also provide vital insights into how they may be improved in the future.

'The book is a house of wonders' The New York Times' Steven Johnson is the Darwin of technology' Walter Issacson, author of Steve Jobs What connects Paleolithic bone flutes to the invention of computer software? Or the Murex sea snail to the death of the great American city? How does the bag of crisps you hold in your hand help tell the story of humanity itself? In his brilliant new work on the history of innovation, international bestseller Steven Johnson argues that the pursuit of novelty and wonder has always been a powerful driver of world-shaping technological change. He finds that that throughout history, the cutting edge of innovation lies wherever people are working the hardest to keep themselves

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and others amused. Johnson's storytelling is just as delightful as the inventions he describes, full of surprising stops along the journey from simple concepts to complex modern systems. He introduces us to the colourful innovators of leisure: the explorers, proprietors, showmen, and artists who changed the trajectory of history with their luxurious wares, exotic meals, taverns, gambling tables, and magic shows. Johnson compellingly argues that observers of technological and social trends should be looking for clues in novel amusements. You'll find the future wherever people are having the most fun. "America had a secret weapon," writes Steve Call of the period immediately following September 11, 2001, as planners contemplated the invasion of Afghanistan. This weapon consisted of small teams of Special Forces operatives trained in close air support (CAS) who, in cooperation with the loose federation of Afghan rebels opposed to the Taliban regime, soon began achieving impressive—and unexpected—military victories over Taliban forces and the al-Qaeda terrorists they had sponsored. The astounding success of CAS tactics coupled with ground operations in Afghanistan soon drew the attention of military decision makers and would eventually factor into the planning for another campaign: Operation Iraqi Freedom. But who, exactly, are these air power experts and what is the function of the TACPs (Tactical Air Control Parties)

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in which they operate? *Danger Close* provides a fascinating look at a dedicated, courageous, innovative, and often misunderstood and misused group of military professionals. Drawing on the gripping first-hand accounts of their battlefield experiences, Steve Call allows the TACPs to speak for themselves. He accompanies their narratives with informed analysis of the development of CAS strategy, including potentially controversial aspects of the interservice rivalries between the air force and the army which have at times complicated and even obstructed the optimal employment of TACP assets. *Danger Close* makes clear, however, that the systematic coordination of air power and ground forces played an invaluable supporting role in the initial military victories in both Afghanistan and Iraq. This first-ever examination of the intense, life-and-death world of the close air support specialist will introduce readers to a crucial but little-known aspect of contemporary warfare and add a needed chapter in American military history studies.

Who are scientists? What kind of people are they? What capacities and virtues are thought to stand behind their considerable authority? They are experts—indeed, highly respected experts—authorized to describe and interpret the natural world and widely trusted to help transform knowledge into power and profit. But are they morally different from other people? *The Scientific Life* is historian Steven

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Shapin's story about who scientists are, who we think they are, and why our sensibilities about such things matter. Conventional wisdom has long held that scientists are neither better nor worse than anyone else, that personal virtue does not necessarily accompany technical expertise, and that scientific practice is profoundly impersonal. Shapin, however, here shows how the uncertainties attending scientific research make the virtues of individual researchers intrinsic to scientific work. From the early twentieth-century origins of corporate research laboratories to the high-flying scientific entrepreneurship of the present, Shapin argues that the radical uncertainties of much contemporary science have made personal virtues more central to its practice than ever before, and he also reveals how radically novel aspects of late modern science have unexpectedly deep historical roots. His elegantly conceived history of the scientific career and character ultimately encourages us to reconsider the very nature of the technical and moral worlds in which we now live. Building on the insights of Shapin's last three influential books, featuring an utterly fascinating cast of characters, and brimming with bold and original claims, *The Scientific Life* is essential reading for anyone wanting to reflect on late modern American culture and how it has been shaped.

short stories

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Take a deep breath. Air—without it, life on Earth would cease to exist. Though not usually seen, its presence is relied upon. At once both ethereal and physical, air has been associated with flight and spirit, and yet it has progressively become a territory that can be claimed through communications, warfare, travel, and scientific exploration. At the same time, air is no longer a completely reliable part of our daily life: like water, it has become an environmental element that must be watched closely for quality and purity. *A Matter of Air* investigates the meanings of air over the last three centuries, including our modern concern over emissions and climate change. Steven Connor looks at the human relationship with air, both positive and negative. His explorations include the dangers posed by radio atmospherics, poison gas, and haze as well as our continued fascination with effervescence and explosives. Drawing ideas from religion, science, art, literature, and philosophy, *A Matter of Air* creates a comprehensive history of the human perception of air. Thoroughly researched and written with wit and quirky enthusiasm, the book will appeal to a wide range of general readers interested in the environment, human history, and our most essential aspects of life.

Warren Buffett compares stock trading to great athletes: they excel not because of fast neurological responses, but because of their ability to delay as

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long as possible before reacting. Successful CEOs, fire fighters, and military officers all know how to manage delay to gather as much information as possible to get the results they need. In Wait, Frank Partnoy argues that decisions of all kinds, whether 'snap' or long-term, benefit from being made at the last possible moment. The art of knowing how long you can afford to delay before committing is at the heart of many a great decision, whether in a corporate takeover or a marriage proposal.

Apologies are better received if they are not rushed and people who can defer gratification are happier and more successful than those who must have everything now. Partnoy demonstrates that the ability to wait is crucial to getting the right answer and that gut instincts are often wrong.

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