



The black swan



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The black swan

Nissim Nicholas Taleb

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What have the invention of the wheel, Pompeii, the Wall Street Crash, Harry Potter and the internet got in common? Why are all forecasters con-artists? What can Catherine the Great's lovers tell us about probability? And, why should you never run for a train or read a newspaper? This book is all about Black Swans: the random events that underlie our lives, from bestsellers to world disasters. Their impact is huge; they're impossible to predict; yet after they happen we always try to rationalize them. A rallying cry to ignore the 'experts', "The Black Swan" shows us how to stop trying to predict everything - and take advantage of uncertainty.

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367 pages

Review

Great fun . brash, stubborn, entertaining, opinionated, curious, cajoling (Stephen J. Dubner, author of *Freakonomics*)

An idiosyncratically brilliant new book (Niall Ferguson *Sunday Telegraph*)

A fascinating study of how we are regularly taken for suckers by the unexpected (Larry Elliot *Guardian*)

Like the conversation of a raconteur ... hugely enjoyable - compelling (John Kay *Financial Times*)

Confirms his status as a guru for every would-be Damien Hirst, George Soros and aspirant despot (John Cornwell *Sunday Times*)

In the tradition of *The Wisdom of Crowds* and *The Tipping Point (Time)* From the Publisher
Shortlisted for the Financial Times and Goldman Sachs Business Book of the Year Award 2007
From the Inside Flap

What have the invention of the wheel, Pompeii, the Wall Street Crash, Harry Potter and the internet got in common? Why are all forecasters con-artists? What can Catherine the Great's lovers tell us about probability? Why should you never run for a train or read a newspaper? This book is all about Black Swans: the random events that underlie our lives, from bestsellers to world disasters. Their impact is huge; they're impossible to predict; yet after they happen we always try to rationalize them. A rallying cry to ignore the 'experts', The Black Swan shows us how to stop trying to predict everything - and take advantage of uncertainty.

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