



Willful Blindness: Why We Ignore the Obvious at Our Peril

Margaret Heffernan

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In this controversial and eye-opening book, distinguished businesswomen and writer Margaret Heffernan examines the phenomenon of wilful blindness in all its forms: in history, in business, in government, and in the family. Heffernan takes as her starting point the 2006 case of the US Government vs Enron, in which those in charge failed to observe the corruption that was unfolding before their very eyes, but not knowing was no defence. More recently, bankers and governments were wilfully blind to the looming financial crisis. However, in our own lives, too, we can be guilty of overlooking what is right in front of us, whether in the office or at home - with potentially disastrous consequences.

Drawing on a wide array of sources from psychological studies to interviews with the people involved, Heffernan examines what it is about human nature that makes us so prone to wilful blindness.

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