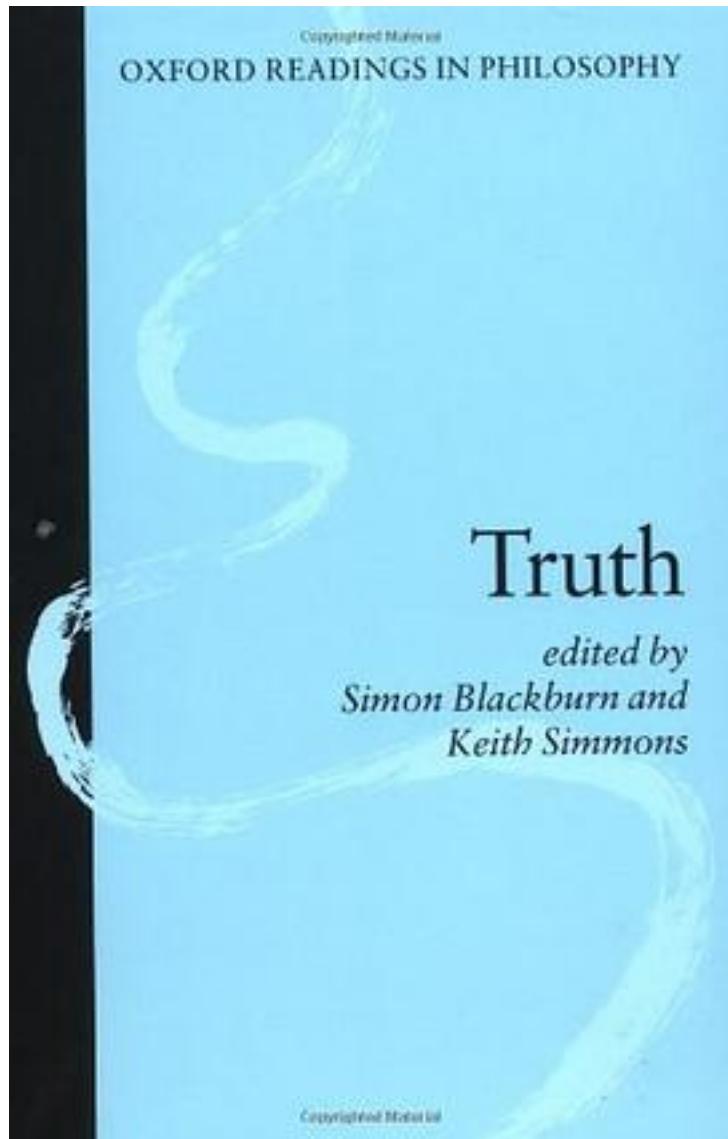


Truth



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There is more than one truth about most things. The Internet disseminates knowledge but it also spreads hatred. Eating meat is nutritious but it's also damaging to the environment. When we communicate we naturally select the truths that are most helpful to our agenda.

We can select truths constructively to inspire organizations, encourage children, and drive progressive change. Or we can select truths that give a false impression of reality, misleading people without actually lying. Others can do the same, motivating or deceiving us with the truth. Truths are neutral but highly versatile tools that we can use for good or ill.

In *Truth: How the Many Sides to Every Story Shape Our Reality*, Hector Macdonald explores how truth is used and abused in politics, business, the media and everyday life. He shows how a clearer understanding of truth's many faces renders us better able to navigate our world and more influential within it. Combining great storytelling with practical takeaways and a litany of fascinating, funny, and insightful case studies, *Truth* is a sobering and engaging read about how profoundly our mindsets and actions are influenced by the truths that those around us choose to tell.

作者介绍:

Hector Macdonald is an expert in business storytelling. As a strategic communications consultant, he has advised the leaders of some of the world's top corporations in industries as diverse as financial services, telecoms, technology, and healthcare. He is also the bestselling author of four novels.

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标签

认知

英文原版

社会

社科

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社会学

思维

心理操纵

评论

前面几章的观点是有启发性的，后面几章就整个垮掉并且疯狂注水了……

Blinkist扫过。重温了大学里传媒学的内容，It's all about FRAME. 视角决定“真相”。Competing

truths是个特别有意思的词，我们所看到的真相也许是有人带着目的让我们看见的（目的可善可恶）从而影响了我们的判断。Advocates, misinformers, misleaders.

对于真相的解读往下说一定是哲学问题，而且因为我们人类的局限性和好奇心，这个问题大概会被永远探讨下去。学习与开拓眼界就是让我们能尽力拥有更多的视角，从不同的角度争取看到更多的真相的不同面。并且认识到当我们在传达我们认知中的真相时，我们自己的局限性。

做家务时听这本书的体验不错。第一章关于藜麦的故事很有启发性，总结就是当一个信息会影响到你的behavior，就应该注意了。

卡梅伦机智闪躲自己是不是女权主义者那部分挺有意思的

这个假期认真读的第一本英文书，语言易懂，涉及面广，从日常、政治、营销到信仰等等，但的确不够深入，但也获益良多。

"There is usually more than one true way to talk about something. We can use competing truths constructively to engage people and inspire action, but we should

also watch out for communicators who use competing truths to mislead us."

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书评

1.一部剧 最近，一部由台湾公视与HBO Asia合作推出的电视剧《我们与恶的距离》（The World Between Us，以下简称《与恶》）令不少观众大声称赞，直至今日豆瓣评分已经达到9.5分。作为一部豆瓣高达9.5分的剧集，《与恶》除了让人大跌眼镜的三观，还有许多值得讨论之处。《与恶...

印度耆那教曾记载过一个盲人摸象的故事：
对于摸到腿的人来说，大象就像柱子一样；
对于摸到尾巴的人来说，大象就像绳子一样；
对于摸到象牙的人来说，大象就像烟斗一样；
对于摸到耳朵的人来说，大象就像扇子一样。
由于摸到的是大象的不同部位，盲人所理解的大象各不相同。 ...

不怕老年人聚众跳广场舞，就怕老年人疯狂买保健品。有些老年人甚至拿出了几十年的存款买了一堆没有用的药丸。

我们对市面上的保健品防不胜防，与老年人劝说、讲理，甚至争吵，都没能阻止他们。抛开老年人缺乏正确的知识和销售人员的技巧，还有一个情感诉求的原因——买保健品是...

2016年

，“后真相” post-truth一词被《牛津词典》选为年度词汇，它指的是：“陈诉客观事实对民意的影响力弱于诉诸情感和个人信念的情况”，在英国脱欧与美国大选两起新闻事件后，这个词汇的使用量激增，并在西方社会迅速流行起来。“后真相”形容了一种异常的舆论生态，指媒体...

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