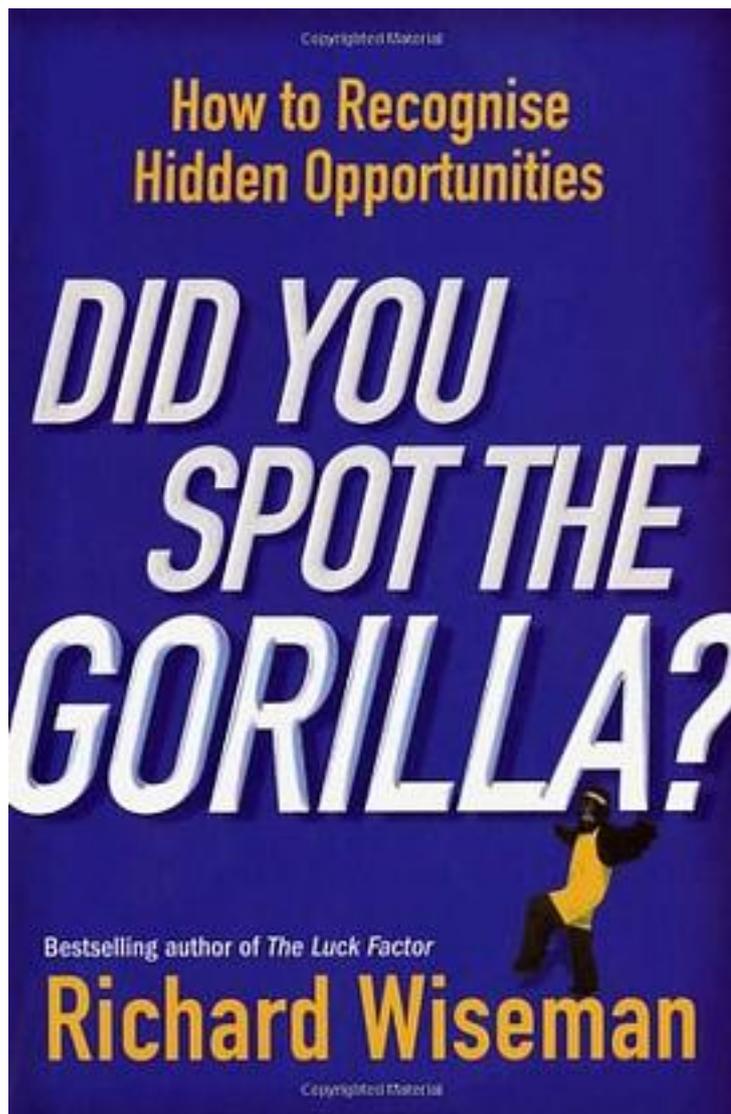


# Did You Spot the Gorilla?



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This fascinating and original self-help/business book from the author of The Luck Factor reveals a new way of creating opportunities at work and shows how not to ignore what is right in front of you.

In a recent series of ground-breaking psychological experiments, volunteers were shown a 30-second film of some people playing basketball, and told to count the number of passes made with the ball. After just a few seconds, a man dressed as a gorilla slowly walked into the frame, beat his chest at the camera, and sauntered off. Unbelievably, almost none of the people watching the film noticed the gorilla.

Exactly the same psychological mechanisms that caused people to miss the gorilla also cause them to miss unexpected but important opportunities in their professional and personal lives. This book outlines the scientific evidence and thinking behind this remarkable new phenomenon, and shows you how you can spot gorillas in your life – and what to do when you see one.

作者介绍:

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