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'the surprising power of ideas that don t make sense part 2

June 2nd, 2020 - before we get into that let me remind you that this issue is based on a conversation we had on our podcast recently with advertising legend rory sutherland rorysutherland who is the current vice chairman of ogilvy in the uk in addition to his ted talks and contributions to impact and wired he is also the author of the book alchemy the surprising power of ideas that don t make sense' 'alchemy the surprising power of ideas that don t make

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May 31st, 2020 - his book alchemy the surprising power of ideas that don t make sense discusses how you can create products driven by ideas that are irresistible to customers key takeaways part of sutherland s book is 11 rules of succeeding with nonsensical ideas which a few of these were the subject of our discussion' *editions of alchemy the surprising power of ideas that*

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sense and its key argument is that contrary to rational economic theory the human
brain is anything but a logical processor of information as he so dryly states the
human mind does not run on logic any more than a horse runs on petrol''what i learned
from alchemy the surprising power of

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make sense came out i jumped at the chance to read it while not obviously a book
related to modity markets macroeconomics or investing more broadly the book has some
interesting insights that i will certainly be taking on board'

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