



How To Find a Black Cat in a Dark Room: The Psychology of Intuition, Influence, Decision Making and Trust

By Jacob Burak

Watkins Publishing. Paperback. Condition: New. 256 pages. How to Find a Black Cat in a Dark Room is about the things money just cant buy. Venture Capitalist-turned author and social activist, Jacob Burak, uses the metaphor of trying to find a black cat in a dark room to express just how hard it can be for us to see clearly what would make us whole and happy, both as individuals and as a society. Burak serves up reams of research from neuroscience and psychology to help us better understand the landscape of our own psyches and the unconscious impulses that secretly drive us. How to Find a Black Cat in a Dark Room combines the latest behavioral science with a deep social awareness garnered on the battlefields of tech investing. Since retiring from the cut-throat world of venture capital at the age of 57, Burak has had four bestsellers in Israel and has held leadership positions in several successful non-profits. But dont let the cat metaphor fool you--Buraks underlying concern is deadly serious. At its core, the book sheds light on our weaknesses as human beings and on the failings of the economy created in our own image. He explores...



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Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Its been written in an extremely simple way and is particularly only right after i finished reading this ebook where actually changed me, affect the way i really believe.

-- **Orin Blick**

It is fantastic and great. It is writter in easy words and phrases instead of confusing. I am just delighted to explain how this is actually the best book i have got read through during my individual life and might be he finest publication for ever.

-- **Prof. Murl Shanahan DDS**