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The invisible gorilla experiment has become a psychology classic.

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And, at the end of "The Invisible  
Gorilla", there is no strong case  
against intuition. Too Long; The  
invisible gorilla experiment was an  
interesting one, and the other

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Tom Vanderbilt Reviews The Invisible Gorilla.

Tom Vanderbilt writes on design, technology, architecture, science, and many other topics. He is author of *Traffic: Why We Drive the Way We Do (and What It Says About Us)* published in 2008 by Alfred A. Knopf, and *Survival City: Adventures*

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Among the Ruins of Atomic America,  
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they do.  
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The Invisible Gorilla teaches us  
exactly why, and it does so in an  
incredibly engaging way. Chabris and  
Simons provide terrific tips on how to

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Cast off our illusions and get things right. Whether you're a driver wanting to steer clear of oncoming motorcycles, a radiologist hoping to spot every tumor, or just an average person curious about how your mind really works, this is a must-read.

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And, as expected, that's what The Invisible Gorilla tries to prove. It is a book about "six everyday illusions that profoundly influence our lives: the illusions of attention, memory, confidence, knowledge, cause, and

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potential." Let's have a look at them  
all! Key Lessons from "The Invisible  
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book. The first edition of the novel was published in May 18th 2010, and was written by Christopher Chabris. The book was published in multiple languages including English, consists of 320 pages and is available in Hardcover format.

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