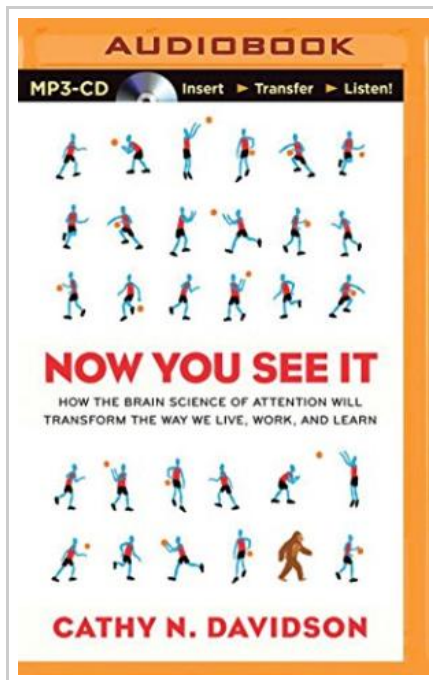



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Now You See It: How the Brain Science of Attention Will Transform the Way We Live, Work, and Learn

By Professor of English Cathy N Davidson

BRILLIANCE AUDIO, United States, 2015. CD-Audio. Book Condition: New. Unabridged. 170 x 136 mm. Language: English . Brand New. When Cathy Davidson and Duke University gave free iPods to every member of the incoming freshman class in 2003, they didn't expect the uproar that followed. Critics called it a waste: what educational value could a music player have for college kids? Yet by the end of the year, Duke students had found academic uses for the new devices in virtually every discipline. The iPod experiment proved to be a classic example of the power of disruption a way of refocusing attention to illuminate unseen possibilities. Using cutting-edge research on the brain, Davidson shows how the phenomenon of attention blindness shapes our lives, and how it has led to one of the greatest problems of our historical moment: although we blog, tweet, and text as if by instinct, far too many of us still toil in schools and workplaces designed for the last century, not the one we live in. To change this, we must ask ourselves critical questions: How can we redesign our schools to prepare our kids for the challenges they'll face as adults? What will the...



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