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IT'S NOT ABOUT THE SHARK: HOW TO SOLVE UNSOLVABLE PROBLEMS



Icon Books Ltd. Paperback. Book Condition: new. BRAND NEW, It's Not About the Shark: How to Solve Unsolvable Problems, David Niven, When we have a problem, most of us zero in, take it apart, and focus until we have it solved. Steven Spielberg tried that when the scenes with his expensive prosthetic shark just weren't scary. Psychologist, social scientist and million-selling author David Niven shows us that focusing on the problem is exactly the wrong way to find an answer....

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