

Ler Livro Online A Lógica Do Cisne Negro Nassim Nicholas Taleb



Faça o download ou leia online A lógica do Cisne Negro Nassim Nicholas Taleb , Neste livro fascinante, Taleb mostra que, ao contrário do que defende a maioria dos economistas, estamos constantemente à mercê do inesperado. A estes acontecimentos imprevisíveis o autor dá o nome de Cisne Negro (animal que se considerava inexistente até ser visto, pela primeira vez, inesperadamente, na Austrália, no século XVII).

Um Cisne Negro é um evento com três características altamente improváveis: é imprevisível, ocasiona resultados impactantes e, após sua ocorrência, inventamos um meio de torná-lo menos aleatório e mais explicável. O sucesso surpreendente do Google foi um cisne negro, assim como o 11 de Setembro. Para Nassim Nicholas Taleb, os cisnes negros são a base de quase tudo o que acontece no mundo, da ascensão das religiões à nossa vida pessoal.

Por que não reconhecemos o fenômeno antes que ele ocorra? Parte da resposta, segundo o autor, deve-se ao fato de, em geral, os seres humanos se limitarem a aprender conteúdos

específicos em vez de adquirir sabedoria em diversas áreas do conhecimento. Concentramo-nos no que já sabemos e evitamos cada vez mais o desconhecido. Somos, portanto, incapazes de enxergar as oportunidades e nos tornamos vulneráveis ao impulso de sempre simplificar, categorizar e não valorizar quem imagina o impossível. Enquanto isso, grandes eventos surpreendem a todos e transformam a sociedade.

Nesta obra, Taleb oferece ferramentas que nos permitem lidar com os cisnes negros e tirar proveito deles. Com análises que transitam em áreas aparentemente distintas - teoria das probabilidades, negócios, ciências cognitivas etc. -, A lógica do Cisne Negro mudará sua visão de mundo.

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