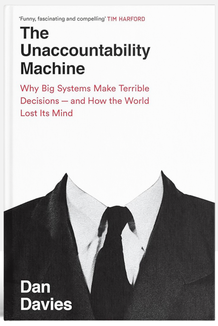
Recommended by Twan Wiertz, Ogilvy Amsterdam





The Unaccountability Machine

"Why Big Systems Make Terrible Decisions – and How the World Lost its Mind"

Increasingly machines take over human decision-making to optimize effectiveness in operations. The result is a world where harmful or irrational decisions can occur without any individual intending them. The author Dan Davis proposes actions organizations can consider applying in their professional and personal life, to better understand how systems shape decisions, and how to make them more accountable. The goal is simple, ensuring that systems we create, remain tools that serve people, rather than machines that nobody fully understands or controls.

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The global Reading Club also recommends:



How Big Things get done

'The surprising factors behind every successful project, from home renovations to space exploration'

Only 1 out of 10 projects are successfully delivered within the agreed budget and within the time planned, reveals worldwide research. All continents and all categories. Most projects start on the wrong foot, getting the spade into the ground to start fast, with the idea 'no time to lose', overlooking crucial insights. Slow thinking is the secret to avoid mistakes to realize projects within budget, delivery on time and make the purpose of the project flourish.

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30/45 min read | 15/30 min read | 15 min study | 20/30 min listen

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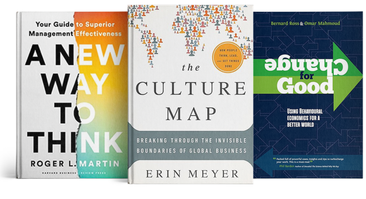

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