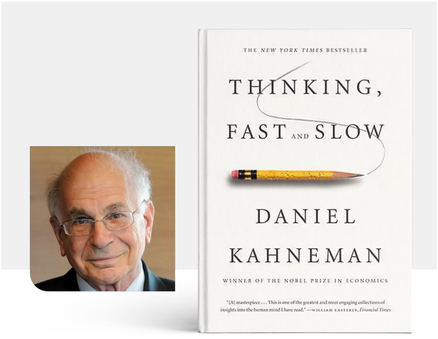
Global Reading Club
No time to read is history

Issue 74

Recommended by Carissa Rose Ostonal, Ogilvy Philippines



Thinking Fast and Slow

How to assess the quality of decision making?

Decision making is mental work requiring *attention*, *energy* and *time*. Be prepared to invest more effort in thinking before you come to a decisive judgement. Be careful trusting your intuitive decision making, based on past experience, called the *mystery of knowing without knowing*. This is a bias called, '*cognitive* illusion' which can have a damaging effect on the evaluation of decision making.

Start reading or listening

The global Reading Club also recommends:



How Big Things get done

How to avoid: going over budget, time planning and missing out on the purpose of Big Projects?

Global research, all continents included, revealed that only 1 out of 10 projects deliver on *time*, within the allocated *budget* and realizing the *purpose of the project*. What goes wrong consistently, why, and how to avoid the traps in complex projects? The key lesson is *'Think slow, Act fast'*. Whereas most projects start on the wrong foot by applying *'Think fast, Act slow'*. This book is a practical guide how projects must be planned.

Go to book

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.

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

Join as an editor

Everybody can qualify to read and edit a book, wherever you are in the Ogilvy or WPP global network. Although generative AI models can summarize books, we must stick to human intuition and contextual relevancy and understanding focusing on insights, creative thoughts and inspiration by judging every sentence building an engaging story of books. All books are recommended by Ogilvy and WPP key people. Visit our about page on the Global Reading Club platform, to see who participated as a reader/editor. Participation is on a voluntary basis.

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