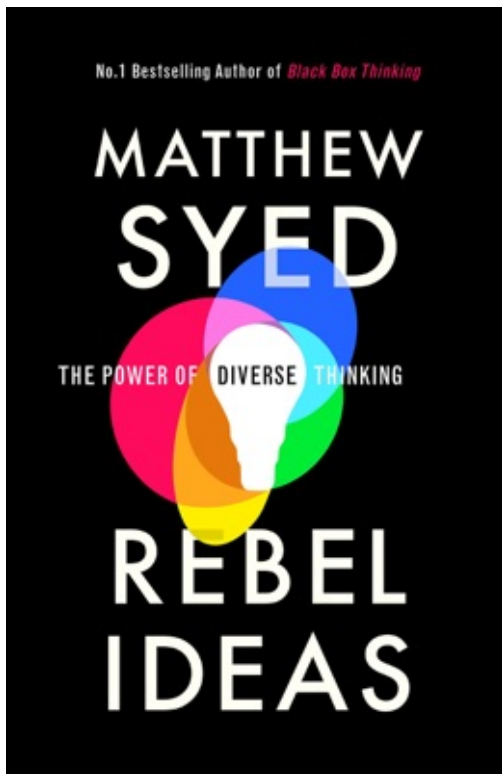


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Success is no longer just about talent, or knowledge or skill. Today, it is also about freeing ourselves from the blinkers and blind spots that beset us all, and harnessing a critical new ingredient: cognitive diversity.

In this bold and inspiring new book, Matthew Syed - the bestselling author of *Bounce* and *Black Box Thinking* - offers a radical new approach to success and a route map to how we can tackle our most complex challenges, such as obesity, terrorism and climate change.

Rebel Ideas draws upon cutting-edge research in psychology, economics and anthropology, and takes lessons from a dazzling range of case studies, including the catastrophic intelligence failings of the CIA before 9/11, a communication breakdown at the top of Mount Everest and a moving tale of deradicalisation in America's Deep South.

It is a book that will strengthen any institution or team, but also offers dozens of individual applications too: the art of personal reinvention, the extraordinary benefits of personalised nutrition and how to break free of the echo chambers that surround us all.

Rebel Ideas offers a radical blueprint for the future. It challenges hierarchies, encourages constructive dissent and forces us to think again about how success really happens.

Title	:	Rebel Ideas
Author	:	Matthew Syed
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