"Drawing from biology, behavioral economics, and computer science, Surowiecki offers answers to such timeless—and often rhetorical—questions as "Why does the line you're standing in always seem to move the slowest?" and "Why is there so much garbage on TV?" The result is a highly original set of conclusions about how our world works." —Seed magazine

"As readers of Surowiecki's writing in *The New Yorker* will know, he has a rare gift for combining rigorous thought with entertaining example. [*The Wisdom of Crowds*] is packed with amusing ideas that leave the reader feeling better-educated."

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"The book is deeply researched and well-written, and the result is a fascinating read." —Deseret Morning News

"Jim Surowiecki has done the near impossible. He's taken what in other hands would be a dense and difficult subject and given us a book that is engaging, surprising, and utterly persuasive. *The Wisdom of Crowds* will change the way you think about markets, economics, and a large swatch of everyday life."

> -Joe Nocera, editorial director of *Fortune* magazine and author of A Piece of the Action

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