



LEADERSHIP & ORGANIZATIONAL STUDIES

OVERVIEW

In this groundbreaking book, Tim Harford shows us a new and inspiring approach to solving the most pressing problems in our lives. When faced with complex situations, we have all become accustomed to looking to our leaders to set out a plan of action and blaze a path to success. Harford argues that today's challenges simply cannot be tackled with ready-made solutions and expert opinion; the world has become far too unpredictable and profoundly complex. Instead, we must adapt.

Deftly weaving together psychology, evolutionary biology, anthropology, physics, and economics, along with the compelling story of hard-won lessons learned in the field, Harford makes a passionate case for the importance of adaptive trial and error in tackling issues such as climate change, poverty, and financial crises—as well as in fostering innovation and creativity in our business and personal lives.

Taking us from corporate boardrooms to the deserts of Iraq, *Adapt* clearly explains the necessary ingredients for turning failure into success. It is a breakthrough handbook for surviving—and prospering—in our complex and ever-shifting world.

Why
Success
Always
Starts with
Failure

Author of
*The Undercover
Economist*

Adapt

Publisher

Farrar, Straus, Giroux

Release Date

10 May 2011

ISBN#

0374100969



Tim Harford is an English economist and journalist, residing in London. Harford studied at Aylesbury Grammar School and then at the University of Oxford, gaining a BA and then an MPhil in Economics in 1998. He joined the Financial Times in 2003 on a fellowship in commemoration of the business columnist Peter Martin. He continued to write his column after joining the International Finance Corporation in 2004, and re-joined the Financial Times as economics leader writer in April 2006.

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