CONTENTS

PROLOGUE 1

PART ONE: Making Sense

- 1. The Resolving Mind: HOW SENSE MAKING WORKS 19
- 2. The Hidden A's: THE SECRETS OF SENSE MAKING 41

PART Two: Handling Ambiguity

- 3. Shocks and Tremors: THE PROBLEM WITH URGENCY 65
- 4. Fifty Days in Texas: WHY INTENTIONS ARE MISREAD 83
 - 5. Overtested USA: WHEN TO RESIST MOMENTUM 111
- 6. The Hemline Hassle: A STRATEGY OF IGNORANCE 130

PART THREE: Embracing Uncertainty

- 7. Building a Better Ducati: THE USES OF UNCERTAINTY 157
- 8. The Puzzle Man: WHERE TO FIND HIDDEN ANSWERS 179
 - 9. The Art of Contradiction: WHAT DIVERSITY OFFERS 204

EPILOGUE 224
ACKNOWLEDGMENTS 235

Notes 237

INDEX 313