



# Adapt: Why Success Always Starts with Failure

*Tim Harford*

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# Adapt: Why Success Always Starts with Failure

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## Adapt: Why Success Always Starts with Failure Tim Harford

In this groundbreaking book, Tim Harford, the Undercover Economist, 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.

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