

# What Do You Care What Other People Think? Further Adventures of a Curious Character

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Like its predecessor, *Surely You're Joking Mr. Feynman*, this volume presents further adventures of the Nobel Prize-winning physicist. Readers learn the inner workings of the Rogers Commission, the stupefying realities of bureaucratic obfuscation, and the confusion and misjudgement that have plagued NASA in recent years.

A thoughtful companion volume to the earlier *Surely You Are Joking Mr. Feynman!*. Perhaps the most intriguing parts of the book are the behind-the-scenes descriptions of science and policy colliding in the presidential commission to determine the cause of the Challenger space shuttle explosion; and the scientific sleuthing behind his famously elegant O-ring-in-ice-water demonstration. Not as rollicking as his other memoirs, but in some ways more profound.

## Richard P. Feynman

(1918-1988) earned a BS from MIT and a PhD from Princeton. From 1942 to 1945, he assisted with the development of the atomic bomb. He then taught at Cornell and Caltech, where he contributed to the theories of superfluidity and quarks. He shared the 1965 Nobel Prize in Physics for work on the theory of quantum electrodynamics.

## Other Books

*Out Think*, We've entered a new era. Call it the age of imagination, ideation, conceptualization, creativity, innovation—take your pick. Creativity, mental flexibility, and collaboration have displaced one-dimensional intelligence and isolated determination as core ingredients of competitive advantage. But these 21st century methods and mindsets needed to drive innovation are only found by tapping into the discretionary levels of passion and initiative within us. This is where *Out Think* leadership comes in. *Out Think* presents big ideas along with actionable advice to drive unique value and innovation in today's chaotic marketplace. In each chapter a key idea, behavior, or mindset shift is discussed. The shift is illustrated through proprietary interviews with business leaders conducted by the author. Techniques are described to show how the shift or idea can be implemented, with real-world examples. Assessments, exercises, and actionable messaging are highlighted throughout the book. While some books address the changing economic landscape and the challenges of the creative age, *Out Think* is unique in the author's unparalleled access, spanning more than a decade, to executives and thought-leaders who are, in fact, making a measurable difference. Through interviews and collaboration with these individuals, Hunter has assembled insights, stories, and actionable take-aways, with an emphasis on results that can drive the change that leaders want and need in their organizations.

?, ?, ?, ?, ? . Goulston, Mark . *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone* . New York: AMACOM, 2009. Granovetter, Mark S. "The Strength of Weak Ties." *American Journal of Sociology* 78 (1973): 1360-1380."