



It's Not About the Shark: How to Solve Unsolvble Problems

By David Niven

Icon Books Ltd. Paperback. Book Condition: new. BRAND NEW, It's Not About the Shark: How to Solve Unsolvble Problems, David Niven, When we have a problem, most of us zero in, take it apart, and focus until we have it solved. Steven Spielberg tried that when the scenes with his expensive prosthetic shark just weren't scary. Psychologist, social scientist and million-selling author David Niven shows us that focusing on the problem is exactly the wrong way to find an answer. And Jaws built its famous menace precisely because the shark hardly ever appears in shot. Putting problems at the centre of our thoughts shuts down our creative abilities, depletes stamina, and feeds insecurities. Niven shows how working harder, and having absolute confidence in finding a solution, actually hides answers. It's Not About the Shark shows how to transform your daily life with a simple but rock-solid principle: If you start by thinking about your problems, you'll never make it to a solution. If you start by thinking about a solution, you'll never worry about your problems again.



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