



Framespotting: Changing How You Look at Things Changes How You See Them

By Laurence Matthews, Alison Matthews

John Hunt Publishing. Paperback. Book Condition: new. BRAND NEW, Framespotting: Changing How You Look at Things Changes How You See Them, Laurence Matthews, Alison Matthews, Look at it this way. Everywhere we look, -framing- affects how we see things. Frames restrict our view, keeping us from seeing the whole truth, and subtly influencing our take on everything from deck-chairs to democracy. This upbeat, punchy guide to framespotting will open your eyes and your mind. Learn to notice frames and it's amazing what else you'll see: fresh ideas; how and why you're being hoodwinked; and how you're part of the transition from growth to growing up. Framespotting is empowering and liberating. And you'll never look at sprinklers or economists the same way again.



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