



Now You See It: How Technology and Brain Science Will Transform Schools and Business for the 21st Century

Cathy N. Davidson

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A digital innovator shows how we can thrive in the new technological age.

When Cathy Davidson and Duke University gave free iPods to the freshman class in 2003, critics said they were wasting their money. Yet when students in practically every discipline invented academic uses for their music players, suddenly the idea could be seen in a new light—as an innovative way to turn learning on its head.

This radical experiment is at the heart of Davidson's inspiring new book. Using cutting-edge research on the brain, she shows how "attention blindness" has produced one of our society's greatest challenges: while we've all acknowledged the great changes of the digital age, most of us still toil in schools and workplaces designed for the last century. Davidson introduces us to visionaries whose groundbreaking ideas—from schools with curriculums built around video games to companies that train workers using virtual environments—will open the doors to new ways of working and learning. A lively hybrid of Thomas Friedman and Norman Doidge, *Now You See It* is a refreshingly optimistic argument for a bold embrace of our connected, collaborative future.

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