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Margaret
Heffernan



Steve
Murphy



Guest: **Margaret Heffernan**
"Willful Blindness-Why We Ignore the Obvious at our Peril"
Website www.mheffernan.com

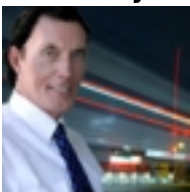
Margaret Heffernan, in her latest book "Willful Blindness-Why We Ignore the Obvious at our Peril" points out that the greatest threats facing individuals and society as a whole are

invisible...because we refuse to see them.

She examines the phenomenon and traces its imprint in our private and working lives, and within governments and organizations, and asks: What makes us prefer ignorance? What are we so afraid of? Why do some people see more than others? And how can we change? Examining examples of willful blindness in the Catholic Church, the SEC, Nazi Germany, Bernard Madoff's investors, BP's safety record, the military in Afghanistan and the dog-eat-dog world of subprime mortgage lenders, the book demonstrates how failing to see—or admit to ourselves or our colleagues—the issues and problems in plain sight can ruin private lives and bring down corporations. She also offers suggestions on how to see these important problems, and deal with them in a more realistic and eyes-open way.

Margaret Heffernan is an Author, Entrepreneur, Executive and Producer. She is Visiting Professor of Entrepreneurship at Simmons College in Boston and Executive in Residence at Babson College. She sits on the Council of the Royal Academy of Dramatic Art in the UK as well as one the boards of several private companies. Margaret blogs for the Huffington Post and BNET and writes for Fast Company, Real Business, MORE, and other magazines around the world. She was recently featured on television in *The Secret Millionaire* and on BBC Radio 4 in *Changing the Rules*, which won the 2008 Prowess Media Award. She has had three plays broadcast by the BBC and in 2011 has been awarded an honorary doctorate from the University of Bath. She is married with two children.

Hosted by Steve Murphy.



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