



The Blindspots Between Us

How to Overcome Unconscious Cognitive Bias and Build Better Relationships

GLEB TSIPURSKY, PHD

When what you *think* you know gets in the way—this eye-opening guide offers a clear path to forging stronger, healthier, and more meaningful relationships.

We all want positive, productive, and genuine relationships—whether it's with our family, friends, peers, coworkers, or romantic partners. And yet, time and time again, we *all* seem to make the same thinking errors that threaten or sabotage these relationships. These errors are called *cognitive bias*, and they happen when our brain attempts to simplify information by making assumptions.

Grounded in evidence-based cognitive behavioral therapy (CBT), *The Blindspots Between Us* reveals the most common “hidden” cognitive biases that blind us to the truth, and which lead to the misunderstandings that damage our relationships. With this guide, you'll learn key skills to help you *debias*—to stop, pause, and objectively observe situations before jumping to conclusions about others' motives. You'll also learn to consider other people's points of view and past experiences before rushing to judgment and potentially undermining your relationships.

Being a human is hard. None of us are perfect, and we all have our blindspots that can get in the way of building the relationships we really and truly want, deep down. This much-needed book will help you identify your own blindspots, and move beyond them for better relationships—and a better world.

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- Research shows that cognitive biases are devastating for our mental and physical health, our relationships, our finances, our jobs, and our society.
- This book distills the complex theory behind cognitive bias into doable, user-friendly skills.
- Using these simple skills—grounded in proven-effective cognitive behavioral therapy (CBT)—readers will learn to move beyond their own assumptions and greatly improve their relationships, and society as a whole.

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How to Overcome Unconscious Cognitive Bias and Build Better Relationships

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GLEB TSIPURSKY, PHD, is a cognitive neuroscientist and behavioral economist on a mission to protect people



from relationship disasters caused by the mental blindspots known as cognitive biases through the use of cognitive behavioral therapy (CBT)-informed strategies. His expertise comes from over fifteen years in academia researching cognitive

neuroscience and behavioral economics, including seven as a professor at Ohio State University, where he published dozens of peer-reviewed articles in academic journals such as *Behavior and Social Issues* and *Journal of Social and Political Psychology*. It also stems from his background of over twenty years of consulting, coaching, speaking, and training on improving relationships in business settings as CEO of Disaster Avoidance Experts.

A civic activist, Tsipursky leads Intentional Insights, a nonprofit organization popularizing the research on solving cognitive biases, and has extensive expertise on translating the research to a broad audience. His cutting-edge thought leadership was featured in over 400 articles and 350 interviews in *Time*, *Scientific American*, *Psychology Today*, *Newsweek*, *The Conversation*, CNBC, CBS News, NPR, and more. A best-selling author, he wrote *Never Go With Your Gut*, *The Truth Seeker's Handbook*, and *Pro Truth*. He lives in Columbus, OH; and to avoid disaster in his personal life, makes sure to spend ample time with his wife.

"Do not buy this book on impulse. Your gut cannot be trusted. But I hope you will trust me when I say, objectively, that you should buy this book. It has a high probability of improving your life—and your relationships—immensely. It will help you avoid cognitive biases. Whether you're a student or a CEO, it will aid you in making better decisions about dating, family, friends, money, work, dessert—you name it."

—A. J. Jacobs, author of four *New York Times* bestsellers, including *The Know-It-All*; and editor at *Esquire* magazine

"Our ability to enter into, nourish, and at times even end relationships in healthy ways is one of the keys to living a happy and fulfilling life. Yet most of us struggle with painful relational patterns that show up again and again, thwarting our ability to realize the higher potentials our relationships hold for well-being and mutual satisfaction. In this well-written, well-researched offering, Gleb Tsipursky provides clear and effective ways to relate to one another that promise to empower our relationships to be healthier and happier for many years to come. I strongly recommend it to those of us who are committed to learning how to grow our ability to love and be loved."

—Katherine Woodward Thomas, *New York Times* bestselling author of *Conscious Uncoupling* and *Calling in "The One"*; and licensed marriage and family therapist

"Trusting my gut led to two less-than-ideal marriages, and even an affair. I convinced myself it was okay because my body was 'speaking' to me. In hindsight, this was not healthy behavior. Once logic took over, I could see my actions were damaging to me and the people around me. Gleb Tsipursky's book will keep you from making the same mistakes as me."

—Gabe Howard, best-selling author of *Mental Illness Is an Asshole*, and host of *The Psych Central Podcast*

Praise

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