

CONTENTS

PREFACE A Sociologist's Apology ix

PART I COMMON SENSE 1

CHAPTER 1 The Myth of Common Sense 3

CHAPTER 2 Thinking About Thinking 30

CHAPTER 3 The Wisdom (and Madness) of Crowds 54

CHAPTER 4 Special People 82

CHAPTER 5 History, The Fickle Teacher 108

CHAPTER 6 The Dream of Prediction 135

PART II UNCOMMON SENSE 159

CHAPTER 7 The Best-Laid Plans 161

CHAPTER 8 The Measure of All Things 187

CHAPTER 9 Fairness and Justice 214

CHAPTER 10 The Proper Study of Mankind 246

ACKNOWLEDGMENTS 267

BIBLIOGRAPHY 271

NOTES 295

INDEX 325