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The Bridge Street Press buys Sharot and Sunstein's book on 'seeing the world with new eyes'

RIGHTS AUG 1, 2023 BY LAUREN BROWN



Sharot Tali © Michael Lionstar

The Bridge Street Press, an imprint of Little, Brown, has acquired Tali Sharot and Cass R Sunstein's *Look Again: The Power of Noticing What Was Always There*.

Tim Whiting, formerly publisher of the Bridge Street Press and **currently m.d. of Black and White Publishing Group**, bought UK and Commonwealth rights from Sophie Lambert at C&W and Sarah Chalfant at the Wylie Agency, for publication on 29th February 2024. New Bridge Street publisher Sameer Rahim is now working on bringing the book to market.

Look Again draws on the authors' expertise in neuroscience and behavioural science to show how disrupting well-worn routines, both good and bad, can rejuvenate our days and reset our brains, allowing us to live happier and more fulfilling lives.

Sunstein is Robert Walmsley University Professor at Harvard, as well as founder and director of the Program on Behavioral Economics and Public Policy at

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Harvard Law School. He is the co-author of *Nudge* (Yale University Press) and *Noise* (William Collins).

Sharot's work sits at the intersection of behavioural economics, psychology and neuroscience, and has been used by businesses to improve leadership skills and refine strategy. Her books include *The Influential Mind: What the Brain Reveals About Our Power to Change Others* (Little, Brown) and *The Optimism Bias: A Tour of the Irrationally Positive Brain* (Robinson).

The authors commented: "In *Look Again* we explain why people become desensitised to the wonderful and terrible things in life and how to dishabituate so that we can enjoy the good and change the bad in our personal life, work and in society. We cover a range of topics from relationships to risk taking and climate change."

Rahim commented: "Full of thought-provoking insights and fun anecdotes, *Look Again* does exactly what it advises its readers to do: makes you see the world with new eyes. I can't wait for people to read what Tali and Cass have to offer."

C&W	Cass R Sunstein	Little Brown	rights	Sameer Rahim	Sophie Lambert	Tali Sharot
The Bridge Street Press	Wylie Agency					



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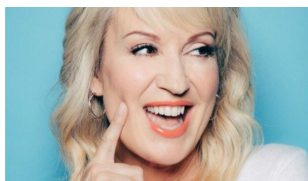
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