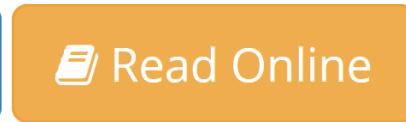


# Framespotting: Changing How You Look At Things Changes How You See Them

By Laurence Matthews, Alison Matthews



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Look at it this way... Everywhere we look, “framing” affects how we see things. Frames restrict our view, keeping us from seeing the whole truth, and subtly influencing our take on everything from deck-chairs to democracy. This upbeat, punchy guide to framespotting will open your eyes and your mind. Learn to notice frames and it’s amazing what else you’ll see: fresh ideas; how and why you’re being hoodwinked; and how you’re part of the transition from growth to growing up. Framespotting is empowering and liberating. And you’ll never look at sprinklers or economists the same way again.

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