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## Sensemaking What Makes Human Intelligence

Sensemaking is defined as the practice of cultural inquiry using human intelligence to develop a sensitivity toward meaningful differences. In other words, we want to gain an understanding of other people and their worlds and experiences. What matters to them and how is this different from what matters to us? Sensemaking allows us to empathize.

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Sensemaking attempts to make Heidegger digestible and relevant for modern decision-makers. The central argument is that context is everything when it comes to understanding and predicting collective human behavior. Our cultures - religion, norms, values - determine our behavior. Our independent will is largely an illusion.

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## **Sensemaking by Christian Madsbjerg**

Sensemaking. The Power of the Humanities. in the Age of the Algorithm. Sensemaking is the new book by ReD Associates' US Director, Christian Madsbjerg, with Hachette Book Group out on March 2017. Inspired by his work with companies like Ford and

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Coca-Cola, Madsbjerg's Sensemaking is a provocative stand against the "tyranny" of the algorithm and an impassioned argument that human intelligence, informed by the study of the humanities, remains essential to success.

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