

say what you do ... do what you say

## Magicology: illusions or reality

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in FACTS & FIGURES

A mind-twisting <u>article in Wired's May issue</u> quotes neurological researcher <u>Stephen Macknik</u>, "Tricks work only because magicians know, at an intuitive level, how we look at the world." Adds Teller of Penn & Teller fame, "Giving the trick away [gives] nothing away because you still couldn't grasp it." Hmm. The magic of Bernie Madoff, now imprisoned CEOs, and defamed televangelists?









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Strategist, writer, visual thinker, advisor, and implementer for a wide range of communication and change issues.