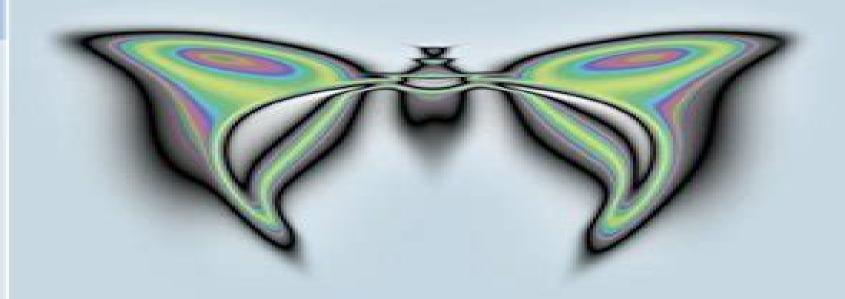
Kenneth O. Stanley · Joel Lehman

# Why Greatness Cannot Be Planned

The Myth of the Objective





# Why Greatness Cannot Be Planned The Myth Of The Objective

**CL Gary** 

### Why Greatness Cannot Be Planned The Myth Of The Objective:

Why Greatness Cannot Be Planned Kenneth O. Stanley, Joel Lehman, 2015-05-05 Why does modern life revolve around objectives From how science is funded to improving how children are educated and nearly everything in between our society has become obsessed with a seductive illusion that greatness results from doggedly measuring improvement in the relentless pursuit of an ambitious goal In Why Greatness Cannot Be Planned Stanley and Lehman begin with a surprising scientific discovery in artificial intelligence that leads ultimately to the conclusion that the objective obsession has gone too far They make the case that great achievement can t be bottled up into mechanical metrics that innovation is not driven by narrowly focused heroic effort and that we would be wiser and the outcomes better if instead we whole heartedly embraced serendipitous discovery and playful creativity Controversial at its heart yet refreshingly provocative this book challenges readers to consider life without a destination and discovery without a compass *Understanding the Military Design* Movement Ben Zweibelson, 2023-06-09 This book explains the history and development of the military design movement featuring case studies from key modern militaries Written by a practitioner the work shows how modern militaries think and arrange actions in time and space for security affairs and why designers are disrupting challenging and reconceptualizing everything previously upheld as sacred on the battlefield It is the first book to thoroughly explain what military design is where it came from and how it works at deep philosophically grounded levels and why it is potentially the most controversial development in generations of war fighters The work explains the tangled origins of commercial design and that of designing modern warfare the rise of various design movements and how today s military forces largely hold to a Newtonian stylization built upon mimicry of natural science infused with earlier medieval and religious inspirations Why does our species conceptualize war as such and how do military institutions erect barriers that become so powerful that efforts to design further innovation require entirely novel constructs outside the orthodoxy The book explains design stories from the Israel Defense Force the US Army the US Marine Corps the Canadian Armed Forces and the Australian Defence Force for the first time and includes the theory doctrine organizational culture and key actors involved Ultimately this book is about how small communities of practice are challenging the foundations of modern defence thinking This book will be of much interest to students of military and strategic studies defence studies and security studies as well as design educators and military professionals Summary of Kenneth O. Stanley & Joel Lehman's Why Greatness Cannot Be Planned Everest Media, 2022-06-10T22:59:00Z Please note This is a companion version not the original book Sample Book Insights 1 The purpose of objectives is to measure our progress towards specific goals set by society or by ourselves We rarely consider how deeply our culture has come to revere objectives and how much effort and resources are spent measuring progress towards them 2 The weight of objectives on our thinking is so great that it has even impacted the way we talk about animals in nature We view animals through the lens of survival and reproduction evolution s assumed objective But this can do philosophy is so

optimistic about objectives that it limits our freedom and robs us of the chance for playful discovery 3 The problem with objectives is that they take away your freedom to explore creatively and block you from serendipitous discovery They ignore the value of following a path for its own uniqueness rather than where it may lead 4 The pursuit of an objective is not always clear and it is often accompanied by the need for progress towards the objective to be measured This is where all the measurements and metrics of our culture come into play The New International ,1968 The Canadian Forum .1926 The New Republic .1941-10 Bertolt Brecht Journals Bertolt Brecht, 1993 From The Athenaeum ,1901 Scandinavia across Russia to Hollywood then on via Switzerland and a flirtation with Salzburg back to his own disappointing country Brecht makes shrewd if sometimes harsh judgements on the people he meets Some people included are Thomas Mann the Frankfurt philosophers Schonberg Isherwood D Annunzio Ezra Pound Wordsworth Margaret Steffin and more The Listener and BBC Television Review ,1963 Thought Wilfrid Parsons, Francis Xavier Talbot, Gerald Groveland Walsh, 1949 **Republic of the Philippines Congressional Record** Philippines. Congress (1940-1973). House of **The Bulletin** ,1962-08 The Athenaeum James Silk Buckingham, John Representatives, 1967 Poetica .2005 Sterling, Frederick Denison Maurice, Henry Stebbing, Charles Wentworth Dilke, Thomas Kibble Hervey, William Hepworth

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