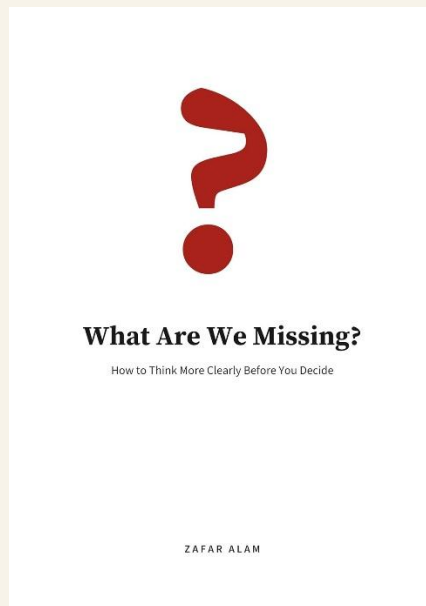




# What Are We Missing?

How To Think More Clearly Before You Decide

## Blurb

On 20 April 2010 a drilling crew read an anomalous test as acceptable. Eleven men died. Smart people. Good information. The wrong decision. What were they missing?

This book argues that the information was rarely the problem. The question was. Across fifteen real-world cases, from Deepwater Horizon, Challenger and Volkswagen to Theranos, the 2008 crash and a hospital in Merced, it shows how a problem can be framed badly even when the people involved have good facts.

It then gives you PRISM, a five-move check to run before a decision hardens: at your desk, in a meeting, or alone. PRISM is a synthesis of tested parts, not a separately validated model, and the book says so.

Every case rests on the public record: official commissions, hearing transcripts and peer-reviewed research. All 498 sources are listed.

For managers, founders, doctors, parents, and anyone whose decisions other people have to live with.

**Author** Zafar Alam, **Genre** Non-Fiction Decision Making, **Date** February 2027, **Formats** ebook, 680 pages (ebook)

Available at Amazon and [HERE](#) (ebook).

**Author Website** can be found [HERE](#)