

MP CM MOHAN YADAV A NEW INVESTMENT ROADMAP

JOURNALISM WITH A HUMAN TOUCH | www.theweek.in | € TheWeekMag | ⊗ TheWeekLive | ₹80



THE DOPAMINE HIGH

US ELECTION HARRIS JITTERY AS **RACE TIGHTENS**

















Our need to know ourselves has spawned a multi-million dollar industry

















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VOL. 42 | NO. 44 | THE WEEK | NOVEMBER 3 | 2024 | FOR THE WEEK OCTOBER 28 - NOVEMBER 3

KNOWING YOURSELF

Soul-searching has become commodified through personality tests, offering a quick way to learn about your psyche, something that is otherwise hard to grasp





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How dramaturge
Jeff Kitchen cooks
up life-like characters
using 'special cutlery'



INTERVIEW

Human expert augmented by Al is the best hiring formula to date Dr Tomas Chamorro-Premuzic, professor of Business Psychology at University College London and Columbia University

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The BJP has nurtured me and instilled in me a love for our cultural values, grounding my political education in nationalism.

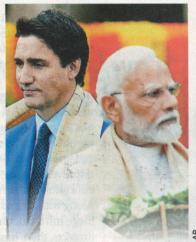
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EXCLUSIVE INTERVIEW

India-Canada ties will worsen further.

Ward Elcock,

former director, Canadian Security Intelligence Service





COVER IMAGING BINESH SREEDHARAN

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 Navtei Sarna



"The world's most powerful democracy has 170 million voters and 434 million guns. A close or contested verdict in a land that is lethally armed and poisonously polarised can awaken crouching beasts."