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Predictably Irrational will reshape the way you see the world, and yourself, for good." —James Surowiecki, author of The Wisdom of Crowds "Filled with clever experiments, engaging ideas, and delightful anecdotes. Dan Ariely is a wise and amusing guide to the foibles, errors, and bloopers of everyday decision making."

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Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions. Paperback – Illustrated, 27 April 2010, by Dr. Dan Ariely (Author) 4.5 out of 5 stars 2,455 ratings. See all formats and editions.

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Praise For Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions " This is a wonderful, eye-opening book. Deep, readable, and providing refreshing evidence that there are domains and situations in which material incentives work in unexpected ways.

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Predictably Irrational: The Hidden Forces That Shape Our Decisions is a 2008 book by Dan Ariely, in which he challenges readers' assumptions about making decisions based on rational thought. Ariely explains, "My goal, by the end of this book, is to help you fundamentally rethink what makes you and the people around you tick.

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In this revised and expanded edition of the New York Times and Wall Street Journal bestseller Predictably Irrational, Duke University's behavioral economist Dan Ariely explores the hidden forces that shape our decisions, including some of the causes responsible for the current economic crisis. Bringing a much-needed dose of sophisticated psychological study to the realm of public policy, Ariely offers his own insights into the irrationalities of everyday life, the decisions that led us to ...

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Predictably Irrational, Revised and Expanded Edition by Dr Dan Ariely, 9780061353246, available at Book Depository with free delivery worldwide.

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Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions Paperback – Illustrated, 1 May 2010 by Dr Dan Ariely (Author) 1.0 out of 5 stars 1 rating See all formats and editions

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In this newly revised and expanded edition of the groundbreaking New York Times bestseller, Dan Ariely refutes the common assumption that we behave in fundamentally rational ways. From drinking...

Why do our headaches persist after we take a one-cent aspirin but disappear when we take a fifty-cent aspirin? Why do we splurge on a lavish meal but cut coupons to save twenty-five cents on a can of soup? When it comes to making decisions in our lives, we think we're making smart, rational choices. But are we? In this newly revised and expanded edition of the groundbreaking New York Times bestseller, Dan Ariely refutes the common assumption that we behave in fundamentally rational ways. From drinking coffee to losing weight, from buying a car to choosing a romantic partner, we consistently overpay, underestimate, and procrastinate. Yet these misguided behaviors are neither random nor senseless. They're systematic and predictable—making us predictably irrational.

An upbeat cultural evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly. 150,000 first printing.

Why do our headaches persist after we take a one-cent aspirin but disappear when we take a fifty-cent aspirin? Why do we splurge on a lavish meal but cut coupons to save twenty-five cents on a can of soup? When it comes to making decisions in our lives, we think we're making smart, rational choices. But are we? In this newly revised and expanded edition of the groundbreaking New York Times bestseller, Dan Ariely refutes the common assumption that we behave in fundamentally rational ways. From drinking coffee to losing weight, from buying a car to choosing a romantic partner, we consistently overpay, underestimate, and procrastinate. Yet these misguided behaviors are neither random nor senseless. They're systematic and predictable—making us predictably irrational.

Cuts to the heart of our strange behaviour, demonstrating how irrationality often supplants rational thought and that the reason for this is embedded in the very structure of our minds.

Three-time New York Times bestselling author Dan Ariely teams up with legendary The New Yorker cartoonist William Haefeli to present an expanded, illustrated collection of his immensely popularWall Street Journal advice column, " Ask Ariely ". Behavioral economist Dan Ariely revolutionized the way we think about ourselves, our minds, and our actions in his books Predictably Irrational, The Upside of Irrationality, and The Honest Truth about Dishonesty. Ariely applies this scientific analysis of the human condition in his " Ask Ariely " Q & A column in the Wall Street Journal, in which he responds to readers who write in with personal conundrums ranging from the serious to the curious: What can you do to stay calm when you ' re playing the volatile stock market? What ' s the best way to get someone to stop smoking? How can you maximize the return on your investment at an all-you-can-eat buffet? Is it possible to put a price on the human soul? Can you ever rationally justify spending thousands of dollars on a Rolex? In Ask Ariely, a broad variety of economic, ethical, and emotional dilemmas are explored and addressed through text and images. Using their trademark insight and wit, Ariely and Haefeli help us reflect on how we can reason our way through external and internal challenges. Readers will laugh, learn, and most importantly gain a new perspective on how to deal with the inevitable problems that plague our daily life.

Dan Ariely, the New York Times bestselling author of Predictably Irrational, and illustrator Matt R. Trower present a playful graphic novel guide to better decision-making, based on the author ' s groundbreaking research in behavioral economics, neuroscience, and psychology. The internationally renowned author Dan Ariely is known for his incisive investigations into the messy business of decision-making. Now, in Amazing Decisions, his unique perspective—informed by behavioral economics, neuroscience, and psychology—comes alive in the graphic form. The illustrator Matt R. Trower ' s playful and expressive artwork captures the lessons of Ariely ' s groundbreaking research as they explore the essential question: How can we make better decisions? Amazing Decisions follows the narrator, Adam, as he faces the daily barrage of choices and deliberations. He juggles two overlapping—and often contradictory—sets of norms: social norms and market norms. These norms inform our thinking in ways we often don ' t notice, just as Adam is shadowed by the " market fairy " and the " social fairy, " each compelling him to act in certain ways. Good decision-making, Ariely argues, requires us to identify and evaluate the forces at play under different circumstances, leading to an optimal outcome. Amazing Decisions is a fascinating and entertaining guide to developing skills that will prove invaluable in personal and professional life.

Dan Ariely's three New York Times bestselling books on his groundbreaking behavioral economics research, Predictably Irrational, The Upside of Irrationality, and The (Honest) Truth About Dishonesty, are now available for the first time in a single volume.

A fascinating journey into the hidden psychological influences that derail our decision-making. Sway will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone " important " ? Why are we more likely to fall in love when there ' s danger involved? In Sway, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, Sway reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the " chameleon effect " (our tendency to take on characteristics that have been arbitrarily assigned to us). Sway introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world ' s most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In Sway, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to avoid succumbing to their pull.

Bestselling author Dan Ariely reveals fascinating new insights into motivation—showing that the subject is far more complex than we ever imagined. Every day we work hard to motivate ourselves, the people we live with, the people who work for and do business with us. In this way, much of what we do can be defined as being " motivators. " From the boardroom to the living room, our role as motivators is complex, and the more we try to motivate partners and children, friends and coworkers, the clearer it becomes that the story of motivation is far more intricate and fascinating than we ' ve assumed. Payoff investigates the true nature of motivation, our partial blindness to the way it works, and how we can bridge this gap. With studies that range from Intel to a kindergarten classroom, Ariely digs deep to find the root of motivation—how it works and how we can use this knowledge to approach important choices in our own lives. Along the way, he explores intriguing questions such as: Can giving employees bonuses harm productivity? Why is trust so crucial for successful motivation? What are our misconceptions about how to value our work? How does your sense of your mortality impact your motivation?

Predictably Irrational: The Hidden Forces That Shape Our Decisions by Dans Ariely - Book Summary - Readtrepreneur (Disclaimer: This is NOT the original book, but an unofficial summary.) The human being is often referred as a rational creature, however, are we completely rational or do we have an expected irrationality within our core? Predictably Irrational is an exploration through the irrational side of the human being and why is this actually an expected behaviour. In this title, Dans Ariely breaks down his theory on the irrationality of humans hoping that this book sheds a light on our nature and what can we learn from it to be better than we are now. (Note: This summary is wholly written and published by readtrepreneur. It is not affiliated with the original author in any way) "Individuals are honest only to the extent that suits them (including their desire to please others)" - Dan Ariely Before we can begin to know the world, we must know each other and Predictably Irrationals delivers extremely useful insight about our nature, it explores a topic which is uncommon but important to know. An in-depth knowledge about ourself will improve our decision making and our quality as an individual. Dan Ariely stresses that knowing the predictably irrational nature of the human being and its pattern will make you able of having a better judgement and control of yourself which will result in superior decision making. P.S. Predictably Irrational is an extremely interesting book that makes the bold attempt to study uncharted territory and nails it. This title will provide you with an extensive knowledge of human nature. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Grab your Copy Right Away! Why Choose Us, Readtrepreneur? Highest Quality Summaries Delivers Amazing Knowledge Awesome Refresher Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book.