

***Predictably Irrational*—it's not what you think.**

"A marvelous book that is both thought-provoking and highly entertaining, ranging from the power of placebos to the pleasures of Pepsi. Ariely unmasks the subtle but powerful tricks that our minds play on us, and shows us how we can prevent being fooled."

—Jerome Groopman, Recanati Chair of Medicine, Harvard Medical School,
and *New York Times* bestselling author of *How Doctors Think*

"Dan Ariely is a genius at understanding human behavior: no economist does a better job of uncovering and explaining the hidden reasons for the weird ways we act, in the marketplace and out. *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." —Daniel Gilbert, Professor of Psychology, Harvard University, and
New York Times bestselling author of *Stumbling on Happiness*

"This is going to be the most influential, talked-about book in years. It is so full of dazzling insights—and so engaging—that once I started reading, I couldn't put it down."

—Daniel McFadden, 2000 Nobel Laureate in Economics,
Morris Cox Professor of Economics, University of California at Berkeley

"*Predictably Irrational* is wildly original. It shows why—much more often than we usually care to admit—humans make foolish, and sometimes disastrous, mistakes. Ariely not only gives us a great read; he also makes us much wiser."

—George Akerlof, 2001 Nobel Laureate in Economics,
Koshland Professor of Economics, University of California at Berkeley

"The most difficult part of investing is managing your emotions. Dan explains why that is so challenging for all of us, and how recognizing your built-in biases can help you avoid common mistakes."

—Charles Schwab, Chairman and CEO, The Charles Schwab Corporation

