

A second main lesson is that although irrationality is commonplace, it does not necessarily mean that we are helpless. Once we understand when and where we may make erroneous decisions, we can try to be more vigilant, force ourselves to think differently about these decisions, or use technology to overcome our inherent shortcomings. This is also where businesses and policy makers could revise their thinking and consider how to design their policies and products so as to provide free lunches.

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THANK YOU FOR reading this book. I hope you have gained some interesting insights about human behavior, gained some insight into what really makes us tick, and discovered ways to improve your decision making. I also hope that I have been able to share with you my enthusiasm for the study of rationality and irrationality. In my opinion, studying human behavior is a fantastic gift because it helps us better understand ourselves and the daily mysteries we encounter. Although the topic is important and fascinating, it is not easy to study, and there is still a lot of work ahead of us. As the Nobel laureate Murray Gell-Mann once said, "Think how hard physics would be if particles could think."

*Irrationally yours,  
Dan Ariely*

PS: If you want to participate in this journey, log on to [www.predictablyirrational.com](http://www.predictablyirrational.com), sign up for a few of our studies, and leave us your ideas and thoughts.