

PREDICTABLE IRRATIONALITY BOOK



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Predictably Irrational Wikipedia

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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Dan Ariely

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.

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Predictably Irrational The Hidden Forces That Shape Our

If the brain is predictably irrational, then the books which warn us we aren't the rational creatures we hope are also predictable. I don't think there was a single circumstance in Ariely's book I wasn't already aware of from one experiment or another, one summary or another.

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Predictably Irrational, Revised Author: Dan Ariely Yet, if it ever was necessary, books like Predictably Irrational smash that theory. And Dan Ariely does so by adding loads of value for us to better understand human nature and human psychology.

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Predictably Irrational Dan Ariely Book Review The

Another sign that times are changing is Predictably Irrational, a book that both exemplifies and explains this shift in the cultural winds. but it is predictable. What the reasoning self

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