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Dan Ariely is the James B Duke Professor of Psychology and Behavioral Economics at Duke University. Dan publishes widely in the leading scholarly journals in economics, psychology, and business.

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Dan Ariely Wikipedia

Dan Ariely (Hebrew: ; born April 29, 1967) is the James B. Duke Professor of Psychology and Behavioral Economics at Duke University and is the founder of The Center for Advanced Hindsight and co-founder of Kayma BEworks, Timeful, Genie and Shapa.

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Dan Ariely is the James B. Duke Professor of Behavioral Economics at Duke University. He also holds an appointment at the MIT Media Lab where he is the head of the eRationality research group. He was formerly the Alfred P. Sloan Professor of Behavioral Economics at MIT Sloan School of Management. Dan Ariely grew up in Israel after birth in New York.

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Dan Ariely is an Israeli American professor of psychology and behavioural economics at Duke University. He is the author of two New York Times bestselling books, Predictably Irrational and The Upside of Irrationality, and a popular blog

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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. http://ebookslibrary.club/download/Predictably-Irrational-Wikipedia.pdf

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