# PREDICTABLY IRRATIONAL BY DAN ARIELY



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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. Ariely is also associated with Qapital and Lemonade in the capacity of Chief Behavioral Economist and Chief Behavioral Officer

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#### Dan Ariely Are we in control of our own decisions TED Talk

Behavioral economist Dan Ariely, the author of Predictably Irrational, uses classic visual illusions and his own counterintuitive (and sometimes shocking) research findings to show how we're not as rational as we think when we make decisions.

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#### 12 Ways That People Behave Irrationally Business Insider

For example, paying \$2.59 for a cup of coffee doesn't make sense when there's cheaper, equally-good coffee across the street. Behavioral economist Dan Ariely explores this side of human nature in http://ebookslibrary.club/download/12-Ways-That-People-Behave-Irrationally-Business-Insider.pdf

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# irrational Wikipedia

Als irrational (von lat.: irrationalis, unvern nftig ) bezeichnet man Sachverhalte oder Ideen, die der menschlichen Vernunft (lat.: ratio) widersprechen oder aber sich dieser entziehen. Der Begriff Irrationalit t wird hierzu teils synonym als substantiviertes Adjektiv f r das Irrationale verwendet, teils bezeichnet er die menschliche Charaktereigenschaft der Unvernunft.

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# The irrational side of change management McKinsey

Most change programs fail, but the odds of success can be greatly improved by taking into account these counterintuitive insights about how employees interpret their environment and choose to act. In 1996, John Kotter published Leading Change. Considered by many to be the seminal work in the field <a href="http://ebookslibrary.club/download/The-irrational-side-of-change-management-McKinsey.pdf">http://ebookslibrary.club/download/The-irrational-side-of-change-management-McKinsey.pdf</a>

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