

THE ART OF CHOOSING BY SHEENA IYENGAR



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Sheena Iyengar's groundbreaking research on choice has been funded by the National Science Foundation, the National Institute of Mental Health, and the National Security Education Program.

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Sheena Iyengar Wikipedia

Sheena S. Iyengar (born November 29, 1969) is the S.T. Lee Professor of Business in the Management Department at Columbia Business School, widely and best known as an expert on choice. Her research focuses on the many facets of decision making, including: why people want choice, what affects how and what we choose, and how we can improve our decision making.

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Amazon com Customer reviews The Art of Choosing

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Choice Wikipedia

Choice involves decision making. It can include judging the merits of multiple options and selecting one or more of them. One can make a choice between imagined options ("What would I do if?") or between real options followed by the corresponding action.

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About Jared Wade Jared Wade is a freelance writer and former editor of the Risk Management Monitor and

senior editor of Risk Management magazine. You can find more of his writing at JaredWade.com.

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Sheena S. Iyengar is the inaugural S.T. Lee Professor of Business in the Columbia Business School. She has taught on a wide variety of topics, including leadership, decision making, creativity, innovation, and globalization.

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