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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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ments, MIT behavioral economist Dan Ariely refutes the common assumption that we behave in fundamentally rational ways. Blending everyday experience with ground breaking research, Ariely explains how expectations, emotions, social norms, and other invisible, seemingly illogical forces skew our reasoning abilities.

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Dan Ariely Predictably Irrational Summary and Key Takeaways

Dan Ariely s book, Predictably Irrational, attempts to explore this question. He investigates irrationality from different aspects such as market dynamics, human relationships and government policy, but the implications may be valid in any field that involves human decision making.

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Predictably IRRATIONAL THE HIDDEN FORCES THAT SHAPE OUR DECISIONS. When we make decisions we think we re in control, making rational choices. But are we? Entertaining and surprising, Ariely unmasks the subtle but powerful tricks that our minds play on us. Learn More

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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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