

Section 1: The case for quitting.

Chapter 1: The opposite of a great virtue is also a great virtue.

1. The invisible man at the top of the world.
2. Quitting is a decision-making tool
3. The Siren Song of Certainty.
4. The Super Bowl is a corporate graveyard
5. "Know when to hold 'Em, know when to fold 'Em": But mostly, fold 'Em.

Chapter 2: Quitting on time usually feels like quitting too early.

1. Quit while you still have a choice

* Quitting on time will usually feel like quitting too early.

2. Thinking in Expected Value.

3. Quitting decisions are Expected-value Decisions

4. Time travelers from the past.

5. Flipping Coins. — Freakonomics (Steven Levitt).

6. Jumping the Shark

7. The Quitting Bird

Chapter 3: Should I stay, or should I go?

1. Paper gains and Paper losers.
2. Quit while you're Ahead?

3. Take the money and Run.

4. How Smart is the Smart money?

5. Getting feedback on the things
you don't do.

Section 11: In The Losses.

Chapter 4: Escalating Commitment.

1. knee-deep in the Big Muddy

2. waiting until it Hurts.

Chapter 5: Sunk Cost and the Fear of Waste.

1. The Sunk Cost effect.

2. when "public works" is an oxymoron.

3. Karamari

4. How Big Does the Karamari Grow?

5. mental Accounting

6. The Hardest Cost to Bear

7. The difference between knowing
and doing

8. You don't Jedi mind Trick Being
Fresh to a Decision.

Chapter 6: Monkeys and Pedestals.

1. Getting the monkey off your Back.

2. kill Criteria

3. Funnel vision.

4. Stares and Dares

5. Better, Not perfect.

"Gold or Nothing"

Section 3: Identity and other impediments.

(3)

Chapter 7: you own what you've bought and what you've thought: Endowment and status quo bias.

1. Also, if you're known it, you own it.
2. The Endowment effect
3. pro sports teams, and their Escalating commitment to high draft picks
4. The status quo is hard to quit.
5. Better the devil you know
6. The price of sticking

Chapter 8: The hardest thing to quit is who you are: Identity and Dissonance.

1. The cult of identity
2. Cognitive Dissonance.
3. The mirror and the window
4. Out on a limb
5. Mistaken identity
6. A Ray of hope

Chapter 9: Find someone who loves you but doesn't care about hurt feelings

1. (over) optimism
2. The difference between being nice and being kind
3. Some coaches can pull the plug
4. Divide and conquer
5. The importance of giving and getting permission.

Section 14: Opportunity cost.

Chapter 10: Lesson from Forced quitting

1. In the meantime
2. What arts can teach us about backup plans
3. Notes from the London Underground
4. Just one day
5. Diversifying your opportunities.
6. The great Resignation.

Chapter 11: The myopia of goals.

1. The problem with plans-Fail.
2. Fixed objects in a changing world
3. Every goal needs at least one unless
4. Marking progress along the way.
5. Heat-induced myopia
6. Quit thinking about waste