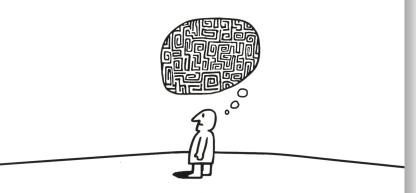
## Blunder



WHY SMART PEOPLE
MAKE BAD DECISIONS

ZACHARY SHORE

## F THERE WERE EVER A TIME TO UNDERSTAND BLUNDERS, THIS MUST BE IT.

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O, The Oprah Magazine calls Blunder:

"Engaging.," "witty." "cogent."

Newsweek says.

"Shore takes the adage about learning from past mistakes and turns it on its head."

"Not reading this book would be a blunder of historic proportions."

 $$\rm -Eric\ Weiner.}$  Author of the New York Times best-seller The Geography of Bliss.

## ZacharyShore.com