Predictably Irrational The Hidden Forces That Shape Our Decisions

ABOUT THE BOOK I've tried to shed some light on a few of the biases that plague our decisions across many different domains, from the workplace to personal happiness.” The Upside of Irrationality is Dan Ariely’s follow up book to his bestselling, Predictably Irrational: The Hidden Forces That Shape Our Decisions. His first book explored the downside of our inherent biases and irrational behavior. The Upside of Irrationality builds on the tenets of the first book, primarily how our reasoning abilities are often usurped by illogical forces. In The Upside of Irrationality, Ariely allows us to be a fly on the wall for his very interesting, hands-on experiments, which reveal how our behaviors and decisions are influenced, leading us to act in irrational ways. The positive spin is Ariely’s belief that if we learn how we really operate, we can then create business models, policies, and personal relationships that are based on that knowledge. The social experiments are well-explained, easily understood, and often reveal surprising truths about how we function. Seriously, we do some things that defy logic! But he shows why we do so; that our behaviors are based on a soup of varying factors. Dan Ariely makes the experiments the “hero” of the book, in that they are a huge focal point of each chapter. The experiments instruct and inform but are never dry, or too “academic” to understand. Nor are they ever boring. Overall, the book provides commentary on irrationality yet remains hopeful. Perhaps someday, our actions, decisions, and business models will be based on an understanding of how we operate rather than ideas that are implemented without any verifiable data. Cases in point: large bonuses and online dating. Both are examples of irrational models that don’t jive with the research that shows what truly motivates a person to work hard on the job nor with how they make a complicated decision, such as who they choose as a mate. Ariely also goes much deeper into his personal experience from a devastating burn accident in his late teens, and how that trauma gave him unique insight to human behavior. Essentially, it was that accident and his observations about pain management and his own behaviors as a recovering patient that led to his deep interest in the subject of behavioral science. There is an upside to being irrational and any rational person would have to agree with Ariely’s conclusion that understanding how we operate, and devising strategies based on that knowledge, will vastly improve our professional and personal lives. EXCERPT FROM THE BOOK “From a rational perspective, we should make only decisions that are in our best interest (“should” is the operative word here). We should be able to discern among all the options facing us and accurately compute their value-not just in the short term but also in the long term-and choose the option that maximizes our best interests.” Yet, we don’t. That’s exactly what makes The Upside of Irrationality such an entertaining read. In a gentle but no-nonsense tone, Mr. Ariely shows, citing his own clever, controlled research experiments, just how irrational humans can be. And most surprising, that it’s not always a bad thing to be that way. From online dating to revenge, from how hard we work at our jobs to how we choose our charitable donations, we learn how our choices and DECISIONS are often influenced by many factors. Ariely capitalizes ‘decisions’ to emphasize the emotional weight imbued in many of our decisions. We do not make decisions as a computer would, taking into account the facts and the most rational course of action. ...buy the book to continue reading!
Why do smart people make irrational decisions every day? The answers will surprise you. Predictably Irrational is an intriguing, witty and utterly original look at why we all make illogical decisions.
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human being is often referred as a rational creature, however, are we completely rational or do we have an expected irrationality within our core? Predictably Irrational is an exploration through the irrational side of the human being and why is this actually an expected behaviour. In this title, Dans Ariely breaks down his theory on the irrationality of humans hoping that this book sheds a light on our nature and what can we learn from it to be better than we are now. (Note: This summary is wholly written and published by readtrepreneur.com It is not affiliated with the original author in any way) "Individuals are honest only to the extent that suits them (including their desire to please others)" - Dan Ariely Before we can begin to know the world, we must know each other and Predictably Irrationals delivers extremely useful insight about our nature. It explores a topic which is uncommon but important to know. An in-depth knowledge about ourself will improve our decision making and our quality as an individual. Dan Ariely stresses that knowing the predictably irrational nature of the human being and its pattern will make you able of having a better judgement and control of yourself which will result in superior decision making. P.S. Predictably Irrational is an extremely interesting book that makes the bold attempt to study uncharted territory and nails it. This title will provide you with an extensive knowledge of human nature. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Get Your Copy Delivered to Your Doorstep Right Away! Why Choose Us, Readtrepreneur? Highest Quality Summaries Delivers Amazing Knowledge Awesome Refresher Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book. If you're looking for the original book, search for this link: http://amzn.to/2kdv7Zf
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From the inability of wealth to make us happier, to our catastrophic blindness to the credit crunch, Economyths reveals ten ways in which economics has failed us all. Forecasters predicted a prosperous year in 2008 for financial markets - in one influential survey the average prediction was for an eleven percent gain. But by the end of the year, the Standard and Poor's 500 index - a key economic barometer - was down 38 percent, and major economies were plunging into recession. Even the Queen asked - "Why did no one see it coming?" An even bigger casualty was the credibility of economics, which for decades has claimed that the economy is a rational, stable, efficient machine, governed by well-understood laws. Mathematician David Orrell traces the history of this idea from its roots in ancient Greece to the financial centres of London and New York, shows how it is mistaken, and proposes new alternatives. Economyths explains how the economy is the result of complex and unpredictable processes; how risk models go astray; why the economy is not rational or fair; why no woman has ever won the Nobel Prize for economics; why financial crashes are less Black Swans than part of the landscape; and finally, how new ideas in mathematics, psychology, and environmentalism are helping to reinvent economics.

Traditional Chinese edition of Thinking, Fast and Slow, Amazon Best Books of the Month, November 2011. Kahneman is psychology professor emeritus at Princeton University and the 2002 Nobel Prize in Economic Sciences. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

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Simplified Chinese edition of The (Honest) Truth About Dishonesty: How We Lie to Everyone---Especially Ourselves. Dan Ariely is a Professor of Psychology and Behavioral Economics at Duke University.

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all.

Traditional Chinese edition of Made to Stick: Why Some Ideas Survive and Others Die, a Business Week bestseller. An entertaining examination of why some ideas stick to people's consciousness and others don't.

This is a summary of behavioral economist and New York Times bestselling author Dan Ariely's Predictably Irrational: The Hidden Forces That Shape Our Decisions; offering a much-needed take on the irrational decisions that led to our current economic crisis. Why do our headaches persist after we take a one-cent aspirin but disappear when we take a fifty-cent aspirin? Why do we splurge on a lavish meal but cut coupons to save twenty-five cents on a can of soup? When it comes to making decisions in our lives, we think we're making smart, rational choices. But are we? In this newly revised and expanded edition of the groundbreaking New York Times bestseller, Dan Ariely refutes the common assumption that we behave in fundamentally rational ways. From drinking coffee to losing weight, from buying a car to choosing a romantic partner, we consistently overpay, underestimate, and procrastinate. Yet these misguided behaviors are neither random nor senseless. They're systematic and predictable-making us predictably irrational. Available in a variety of formats, this summary is aimed for those who want to capture the gist of the book but don't have the current time to devour all 384 pages. This is a summary that is not intended to be used without reference to the original book.

ABOUT THE ORIGINAL BOOK:In this work, the author, Dan Ariely, addresses, with technical solvency and a simple and pleasant style, the issue of daily decisions that people make in their lives. His studies on human behaviour have enabled him to reach surprising conclusions, which for the most part relate to the economy, and which have sparked the interest of business people as well as average citizens for the way in which they show the factors that move impulses in human beings, which are not always logical or rational and often lead to mistakes. This book not only is enjoyable to read but it is also a call for reflection to promote better decisions in our personal and professional lives stemming from an understanding of how the World works.--CONTENTQuestions And AnswersEverything Is RelativeThe High Cost Of "Free" ThingsFirst ImpressionsThe Price Of Social ActionsPleasure Moves DecisionsOvervaluationThe Effect Of ExpectationsFrom Option To Obsession

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