

The Paradox Of Choice Why More Is Less Revised Edition

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Traditional Chinese edition of The Tipping Point: How Little Things Can Make a Big Difference. This book has consistently been on the top 100 since its publication in 2000. The Tipping Point was named as one of the best books of the decade by Amazon.com customers. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

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Benefits of Defying Logic at Work and at Home by Behavioral Economist Dan Ariely. In Chinese. Distributed by Tsai Fong Books, Inc.

An eye-opening, groundbreaking tour of the purpose of work in our lives, showing how work operates in our culture and how you can find your own path to happiness in the workplace. Why do we work? The question seems so simple. But Professor Barry Schwartz proves that the answer is surprising, complex, and urgent. We've long been taught that the reason we work is primarily for a paycheck. In fact, we've shaped much of the infrastructure of our society to accommodate this belief. Then why are so many people dissatisfied with their work, despite healthy compensation? And why do so many people find immense fulfillment and satisfaction through "menial" jobs? Schwartz explores why so many believe that the goal for working should be to earn money, how we arrived to believe that paying workers more leads to better work, and why this has made our society confused, unhappy, and has established a dangerously misguided system. Through fascinating studies and compelling anecdotes, this book dispels this myth. Schwartz takes us through hospitals and hair salons, auto plants and boardrooms, showing workers in all walks of life, showcasing the trends and patterns that lead to happiness in the workplace. Ultimately, Schwartz proves that the root of what drives us to do good work can rarely be incentivized, and that the

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cause of bad work is often an attempt to do just that. How did we get to this tangled place? How do we change the way we work? With great insight and wisdom, Schwartz shows us how to take our first steps toward understanding, and empowering us all to find great work.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover that having too many possibilities is detrimental to your happiness, and how to make it change. You will also discover : how to no longer regret your purchases; how to deal with bad decisions; how to develop a state of mind adapted to this overabundance; how to choose quickly and well; the secret to being happier! When Barry Schwartz, who is not a fashionista, wanted to buy a new pair of jeans, he was plagued with questions he didn't know the answers to. What size, what fit, what wash, what waist height, what leg length did he want? A choice that he thought was simple suddenly became so complex and obscure that he didn't even know what to buy. This example is not unique. In consumer societies, the smallest product can be declined ad infinitum, offering immeasurable possibilities of choice. The problem is that the more potential there is, the less happy you are. This is the "paradox of choice". Once you understand it, you can free yourself from its hold and considerably improve your life. *Buy

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Investors are in a jam. A troubled global economy, unpredictable markets, and a bewildering number of investment choices create a dangerous landscape for individual and institutional investors alike. To meet this challenge, most of us rely on a portfolio of fund managers to take risk on our behalves. Here, investment expert Brian Portnoy delivers a powerful framework for choosing the right ones – and avoiding the losers. Portnoy reveals that the right answers are found by confronting our own subconscious biases and behavioral quirks. A paradox we all face is the natural desire for more choice in our lives, yet the more we have, the less satisfied we become – whether we're at the grocery store, choosing doctors, or flipping through hundreds of TV channels. So, too, with investing, where there are literally tens of thousands of funds from which to choose. Hence "the investor's paradox": We crave abundant investment choices to conquer volatile markets, yet with greater flexibility, the more overwhelmed and less empowered we become. Leveraging the fresh insights of behavioral economics, Portnoy demystifies the opaque world of elite hedge funds, addresses the limits of mass market mutual funds, and discards the false dichotomy between "traditional" and "alternative" investments. He also explores why hedge funds have recently become such a controversial and disruptive force. Turns out it's not the splashy headlines – spectacular trades, newly minted billionaires, aggressive tactics – but

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In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice--from the mundane to the profound challenges of balancing career, family, and individual needs--has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counterintuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on the important ones and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "The Paradox of Choice: Why More Is Less." 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.

In his research, Sören Köcher provides valuable insights on the paradoxical effects of the magnitude of a loyalty program medium—i.e. the sheer number of points, miles, or stamps credited for every purchase and required for reward redemption—on the central

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consumer decisions in loyalty program memberships. In sum, the results of twelve empirical studies reveal that high magnitude currencies improve the attractiveness of medium collection but entail reluctant medium spending behavior. These findings provide important implications for a more efficient usage of loyalty programs in business practices. In addition, this dissertation discovers a violation of one of the most fundamental assumptions of rational choice theory and thus contributes to a better understanding of when and why people deviate from rational decision-making. In this book, Markus Locker demonstrates that the paradox behind each truth claim opens a channel of communication of truths.

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions -- both big and small -- have become increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In *The Paradox of Choice*, Barry Schwartz

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explains at what point choice -- the hallmark of individual freedom and self-determination that we so cherish -- becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice -- from the mundane to the profound challenges of balancing career, family, and individual needs -- has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

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Research in the last twenty years has characterized the life course stage of

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emerging adulthood as a time of unparalleled freedom and an abundance of choice. Few researchers, however, have addressed the darker side to emerging adulthood, including the effects an abundance of choice might have on emerging adults' mental health. I drew from existing theory to examine how ambivalence associated with too much choice within the markers of adulthood influenced anxiety. Using data from the fifth interview of The Toledo Adolescent Relationship Study (TARS), I used ordinary least squares regression to examine whether the markers of adulthood, and the choices associated with the markers of adulthood including full-time employment, education completion, sustaining an intimate relationship, and living independently from parents influenced anxiety. Additionally, I examined whether social psychological processes of ambivalence, perceived control, and subjective adulthood mediated the relationship between markers of adulthood and anxiety. The only marker of adulthood found to be significantly and positively associated with anxiety in all models was relationship churning, suggesting that wavering in markers of adulthood is more important in terms of anxiety than actually completing or not completing the markers. Ambivalence sustained a significant and positive relationship with anxiety. Likewise, perceived control, and subjective adulthood remained significantly and negatively associated with anxiety. Ambivalence was found to be moderately

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high in the sample, and in the initial model which added ambivalence, was found to account for the positive relationship of mother's education being more than high school and anxiety.

Traditional Chinese edition of *The Happiness Project: Or, Why I Spent a Year Trying to Sing in the Morning, Clean My Closets, Fight Right, Read Aristotle, and Generally Have More Fun*. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

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