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In this revised and expanded edition of the New York Times and Wall Street Journal bestseller Predictably Irrational, Duke University's behavioral economist Dan Ariely explores the hidden forces that shape our decisions, including some of the causes responsible for the current economic crisis. Bringing a much-needed dose of

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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.

Predictably Irrational: The Hidden Forces That Shape Our ...

job of uncovering and explaining the hidden reasons for the weird ways we act, in the marketplace and out. Predictably Irrational will reshape the way you see the world, and yourself, for good." —James Surowiecki, author of The Wisdom of Crowds "Filled with clever experiments, engaging ideas, and delightful anecdotes. Dan Ariely

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'PREDICTABLY IRRATIONAL is wildly original. It shows why-much more often than we usually care to admit-humans make foolish, and sometimes disastrous, mistakes. Ariely not only gives us a great read; he also makes us much wiser.' George Akerlof, Nobel Laureate in Economics, 2001 Koshland Professor of Economics, University of California at Berkeley

Predictably Irrational by Dan Ariely | Waterstones

Predictably Irrational Investigating the Hidden Forces that Shape Our Decisions Dan Ariely is a behavioral scientist at MIT and the author of Predictably Irrational: The Hidden Forces that Shape ...

Predictably Irrational | Psychology Today

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.

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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.

Predictably Irrational - Dan Ariely

In this revised and expanded edition of the "New York Times" and "Wall Street Journal" bestseller "Predictably Irrational," Duke University's behavioral economist Dan Ariely explores the hidden forces that shape our decisions, including some of the causes responsible for the current economic crisis.

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Predictably Irrational: The Hidden Forces That Shape Our Decisions. by Dan Ariely. 4.12 avg. rating · 86421 Ratings. Why do our headaches persist after taking a one-cent aspirin but disappear when we take a 50-cent aspirin?

Intelligent, lively, humorous, and thoroughly engaging, "The Predictably Irrational" explains why people often make bad decisions and what can be done about it.

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

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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.

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Dan Ariely, the New York Times bestselling author of *Predictably Irrational*, and illustrator Matt R. Trower present a playful graphic novel guide to better decision-making, based on the author's groundbreaking research in behavioral economics, neuroscience, and psychology. The internationally renowned author Dan Ariely is known for his incisive investigations into the messy business of decision-making. Now, in *Amazing Decisions*, his unique perspective—informed by behavioral economics, neuroscience, and psychology—comes alive in the graphic form. The illustrator Matt R. Trower's playful and expressive artwork captures the lessons of Ariely's groundbreaking research as they explore the essential question: How can we make better decisions? *Amazing Decisions* follows the narrator, Adam, as he faces the daily barrage of choices and deliberations. He juggles two overlapping—and often contradictory—sets of norms: social norms and market norms. These norms inform our thinking in ways we often don't notice, just as Adam is shadowed by the “market fairy” and the “social fairy,” each compelling him to act in certain ways. Good decision-making, Ariely argues, requires us to identify and evaluate the forces at play under different circumstances, leading to an optimal outcome. *Amazing Decisions* is a fascinating and entertaining guide to developing skills that will prove invaluable in personal and professional life.

“Dan Ariely is a genius at understanding human behavior: no economist does a better job of uncovering and explaining the hidden reasons for the weird ways we act.” — James Surowiecki, author of *The Wisdom of Crowds* Behavioral economist and New York Times bestselling author of *Predictably Irrational* Dan Ariely returns to offer a much-needed take on the irrational decisions that influence our dating lives, our workplace experiences, and our temptation to cheat in any and all areas. Fans of *Freakonomics*, *Survival of the Sickest*, and Malcolm Gladwell's *Blink* and *The Tipping Point* will find many thought-provoking insights in *The Upside of Irrationality*.

Dan Ariely's three New York Times bestselling books on his groundbreaking behavioral economics research, *Predictably Irrational*, *The Upside of Irrationality*, and *The (Honest) Truth About Dishonesty*, are now available for the first time in a single volume.

Three-time New York Times bestselling author Dan Ariely teams up with legendary

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The New Yorker cartoonist William Haefeli to present an expanded, illustrated collection of his immensely popular Wall Street Journal advice column, “ Ask Ariely ” . Behavioral economist Dan Ariely revolutionized the way we think about ourselves, our minds, and our actions in his books Predictably Irrational, The Upside of Irrationality, and The Honest Truth about Dishonesty. Ariely applies this scientific analysis of the human condition in his “ Ask Ariely ” Q & A column in the Wall Street Journal, in which he responds to readers who write in with personal conundrums ranging from the serious to the curious: What can you do to stay calm when you ’ re playing the volatile stock market? What ’ s the best way to get someone to stop smoking? How can you maximize the return on your investment at an all-you-can-eat buffet? Is it possible to put a price on the human soul? Can you ever rationally justify spending thousands of dollars on a Rolex? In Ask Ariely, a broad variety of economic, ethical, and emotional dilemmas are explored and addressed through text and images. Using their trademark insight and wit, Ariely and Haefeli help us reflect on how we can reason our way through external and internal challenges. Readers will laugh, learn, and most importantly gain a new perspective on how to deal with the inevitable problems that plague our daily life.

Bestselling author Dan Ariely reveals fascinating new insights into motivation—showing that the subject is far more complex than we ever imagined. Every day we work hard to motivate ourselves, the people we live with, the people who work for and do business with us. In this way, much of what we do can be defined as being “ motivators. ” From the boardroom to the living room, our role as motivators is complex, and the more we try to motivate partners and children, friends and coworkers, the clearer it becomes that the story of motivation is far more intricate and fascinating than we ’ ve assumed. Payoff investigates the true nature of motivation, our partial blindness to the way it works, and how we can bridge this gap. With studies that range from Intel to a kindergarten classroom, Ariely digs deep to find the root of motivation—how it works and how we can use this knowledge to approach important choices in our own lives. Along the way, he explores intriguing questions such as: Can giving employees bonuses harm productivity? Why is trust so crucial for successful motivation? What are our misconceptions about how to value our work? How does your sense of your mortality impact your motivation?

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.

The New York Times bestselling author of Predictably Irrational and The Upside of Irrationality returns with thought-provoking work to challenge our preconceptions about dishonesty and urge us to take an honest look at ourselves. Does the chance of getting caught affect how likely we are to cheat? How do companies pave the way for dishonesty? Does collaboration make us more honest or less so? Does religion improve our honesty? Most of us think of ourselves as honest, but, in fact, we all cheat. From Washington to Wall Street, the classroom to the workplace, unethical behavior is everywhere. None of us is immune, whether it's the white lie to head off trouble or padding our expense reports. In The (Honest) Truth About Dishonesty, award-winning, bestselling author Dan Ariely turns his unique insight and innovative research to the question of dishonesty. Generally, we assume that cheating, like most other decisions, is based on a rational cost-benefit analysis. But Ariely argues, and

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then demonstrates, that it's actually the irrational forces that we don't take into account that often determine whether we behave ethically or not. For every Enron or political bribe, there are countless puffed résumés, hidden commissions, and knockoff purses. In *The (Honest) Truth About Dishonesty*, Ariely shows why some things are easier to lie about; how getting caught matters less than we think; and how business practices pave the way for unethical behavior, both intentionally and unintentionally. Ariely explores how unethical behavior works in the personal, professional, and political worlds, and how it affects all of us, even as we think of ourselves as having high moral standards. But all is not lost. Ariely also identifies what keeps us honest, pointing the way for achieving higher ethics in our everyday lives. With compelling personal and academic findings, *The (Honest) Truth About Dishonesty* will change the way we see ourselves, our actions, and others.

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