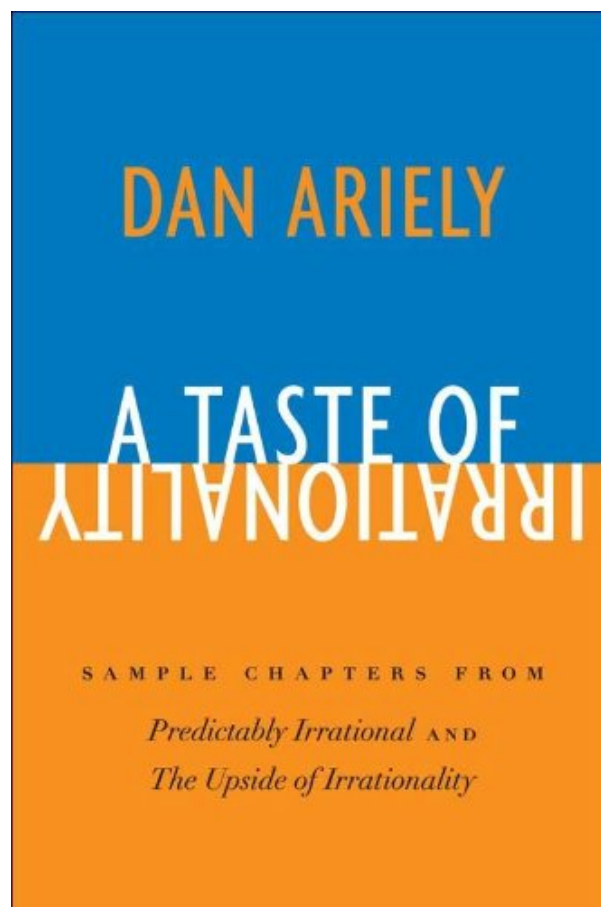
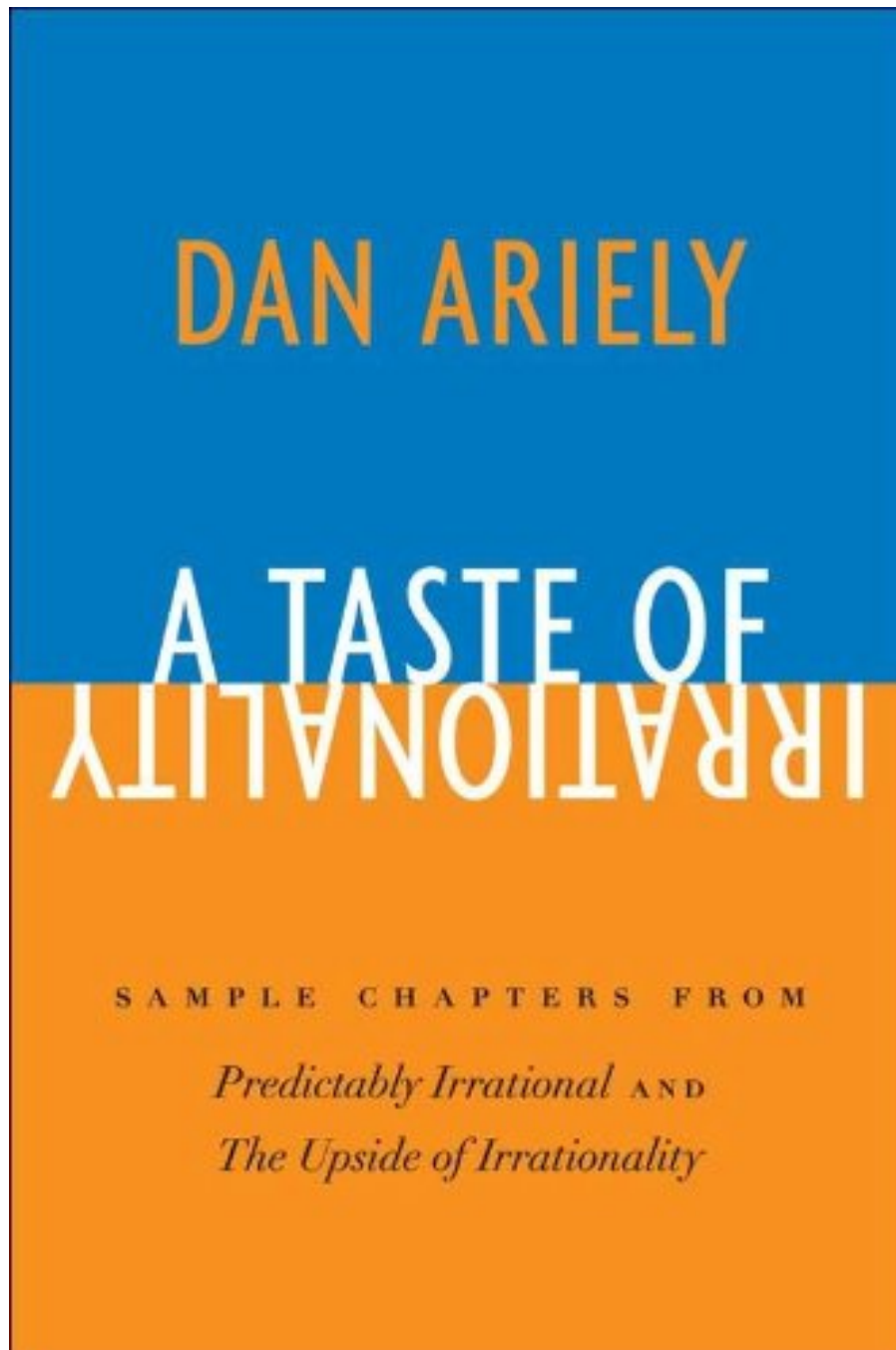


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Sample chapters from Predictably Irrational and Upside of Irrationality.

Predictably Irrational

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.

Upside of Irrationality

The provocative follow-up to the New York Times bestseller Predictably Irrational

- Why can large bonuses make CEOs less productive?
- How can confusing directions actually help us?
- Why is revenge so important to us?
- Why is there such a big difference between what we think will make us happy and what really makes us happy?

In his groundbreaking book Predictably Irrational, social scientist Dan Ariely revealed the multiple biases that lead us into making unwise decisions. Now, in The Upside of Irrationality, he exposes the surprising negative and positive effects irrationality can have on our lives. Focusing on our behaviors at work and in relationships, he offers new insights and eye-opening truths about what really motivates us on the job, how one unwise action can become a long-term habit, how we learn to love the ones we're with, and more.

Drawing on the same experimental methods that made Predictably Irrational one of the most talked-about bestsellers of the past few years, Ariely uses data from his own original and entertaining experiments to draw arresting conclusions about how—and why—we behave the way we do. From our office attitudes, to our romantic relationships, to our search for purpose in life, Ariely explains how to break through our negative patterns of thought and behavior to make better decisions. The Upside of Irrationality will change the way we see ourselves at work and at home—and cast our irrational behaviors in a more nuanced light.

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- Released on: 2010-07-28
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Super

By Catalin

The book is actually just a summary. In the end I decided to buy both books. He is a great writer and the behaviour economics just open your eyes to see the world as it is.

3 of 3 people found the following review helpful.

Lots of interesting new ideas and facts.

By Amazon Customer

... as always with Ariely. Sometimes you feel that you've read ten pages where one would do, but the extra anecdotes are entertaining, and they do help the main idea to stay in your mind.

2 of 2 people found the following review helpful.

By default I give it a three

By Kug

I loved Freakonomics which is by a different Author. This is my first book by this guy. You know I can't say its not interesting at times but I see one reviewer said he used ten pages where one would do. I agree. And some of the conclusions reached with his exhaustive studies are common sense. I mean I guess he verified what we all know to be true but I personally can't imagine spending my life doing this type of stuff and maybe thats the problem for me. But I loved Freakonomics so much and though this would be the same but no cigar for me. I gave it a three because if you're into the silly stuff then it may be a good book. Just didn't resonate with me. Seems to be a great command of the obvious.

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