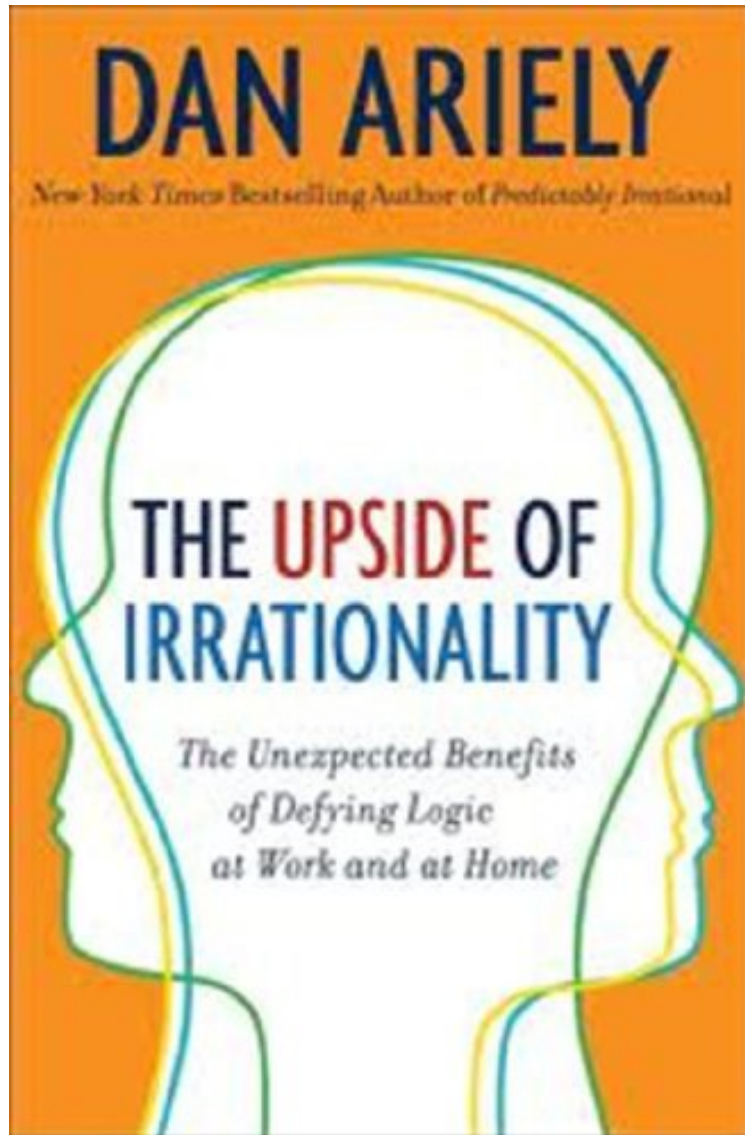


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## The Upside of Irrationality (Enhanced Edition): The Unexpected Benefits of Defying Logic at Work and at Home

Dan Ariely

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**Dan Ariely : The Upside of Irrationality (Enhanced Edition): The Unexpected Benefits of Defying Logic at Work and at Home** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Upside of Irrationality (Enhanced Edition): The Unexpected Benefits of Defying Logic at Work and at Home:

0 of 0 people found the following review helpful. Bringing fun insights to a critically important topic for leaders By OzWizard Dan Ariely brings a unique, engaging style to the psychology of decision-making, a serious topic that is

receiving increasing attention in our hectic, time compressed world. Dr. Arieli's perspectives are rooted in the relatively new field of behavioral economics, which seeks to understand the factors and influences behind the choices we make, from buying a car to finding a lover. This is serious business, particularly for business leaders who find themselves making more decisions in less time, thus increasingly relying on gut feel and similar rule of thumb strategies, a.k.a. heuristics. If you are a leader and decision-maker, Arieli's *The Upside of Irrationality* should be an indispensable, frequently consulted resource, with another upside - it is a lot of fun to read. It is also a great gift for those who think humans are logical beings who consider the positives and negatives before making important decisions. It may shake their ill considered faith in rationality a bit, but they will greatly benefit from a more realistic understanding of themselves and their fellow human beings. 0 of 0 people found the following review helpful. Four Stars By OVR Really fascinating look into the topic with not just theory, but also data from experiments. 0 of 0 people found the following review helpful. Impressive By Lem Sam I love it. Every experiment is insightful and has practical implications that can be used on daily decisions. The only reason I don't give 5 stars is because I can't access the videos through my Android version of Kindle, nor through the cloud.

This enhanced e-book of *The Upside of Irrationality* contains more than 50 minutes of video. Each chapter includes a video summary from the author as he explores the many ways in which our behavior often leads us astray in terms of our romantic relationships, our experiences in the workplace, and our temptations to cheat.

From Publishers Weekly Ariely (*Predictably Irrational*) expands his research on behavioral economics to offer a more positive and personal take on human irrationality's implications for life, business, and public policy. After a youthful accident left him badly scarred and facing grueling physical therapy, Ariely's treatment required him to accept temporary pain for long-term benefit; a trade-off so antithetical to normal human behavior that it sparked the author's fascination with why we consistently fail to act in our own best interest. The author, professor of behavioral economics at Duke, leads us through experiments that reveals such idiosyncrasies as the IKEA effect (if you build something, pride and sentimental attachment are likely to give you an inflated sense of its quality) and the Baby Jessica effect (why we respond to one person's suffering but not to the suffering of many). He concludes with prescriptions for how to make real personal and societal changes, and what behavioral patterns we must identify to improve how we love, live, work, innovate, manage, and govern. Self-deprecating humor, an enthusiasm for human eccentricities, and an affable and snappy style make this read an enriching and eye-opening pleasure. (June) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist In *Predictably Irrational* (2008), Ariely explored the reasons why human beings frequently put aside common sense and why bad things often happen when they do. Here, in this equally entertaining and clever follow-up, Ariely shows us the other side of the irrationality coin: the beneficial outcomes and pleasant surprises that often arise from irrational behavior. Although pleasant should be taken as a relative term, since the outcomes are not necessarily pleasant for the person who was behaving irrationally. Take, for example, Thomas Edison's obsession with DC current, and his irrational hatred of AC: trying to prove how dangerous AC was, he inadvertently demonstrated to the world how powerful it could be. Ariely is an engaging and efficient writer, amusing us with stories about irrational behavior while staying away from needless technical terminology and baffle-gab. Thought-provoking, entertaining, and smart: a winning combination. --David Pitt Praise for *Predictably Irrational*: 'For anyone interested in marketing -- either as a practitioner or victim -- this is unmissable reading. If only more researchers could write like this, the world would be a better place.' Financial Times