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The Hidden Forces That Shape Our Decisions

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May 31st, 2020 - predictably irrational the hidden forces that shape our decisions author dan ariely publisher harper collins publication 2010 revised expanded ed predictably irrational is the bestselling book on irrational consumer behaviour by psychologist and mit professor dan ariely the main thrust of the book is that consumers are

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Book Review: Predictably Irrational - Think About Pricing

Predictably Irrational: The Hidden Forces That Shape our Decisions, by Dan Ariely, has created a lot of buzz inside and outside the arts world Ariely, a professor of Behavioral Economics at Duke University, with previous stints at MIT and Princeton, bases his book on the premise that consumers frequently and

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Predictably Irrational is not the only popular book on the fascinating topic of decision making and behavioral economics Many other books that cover ideas left behind by Ariely have appeared recently or are about to be released These books would be good companions to Predictably Irrational For example, Sway: The Irresistible Pull of Ir-

Predictably Irrational: Beer, Pricing and the Human Mind

Predictably Irrational: The Hidden Forces That Shape Our Decisions (harper, 2008) he is the alfred P Sloan Professor of Behavioral Economics at the Massachusetts Institute of Technology, where he holds a joint appointment between MIT's Media laboratory and the Sloan School of Management, and is a re-

Our Take - Optimization Group

"Our irrational behaviors are neither random nor senseless - they are systematic and predictable" P 317 OG's 1-9 Rating On a scale from 1-9, we give Predictably Irrational a 7 All in all, Predictably Irrational is an interesting read Ariely has ...

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Peak Academy Bibliography

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Cialdini, Robert