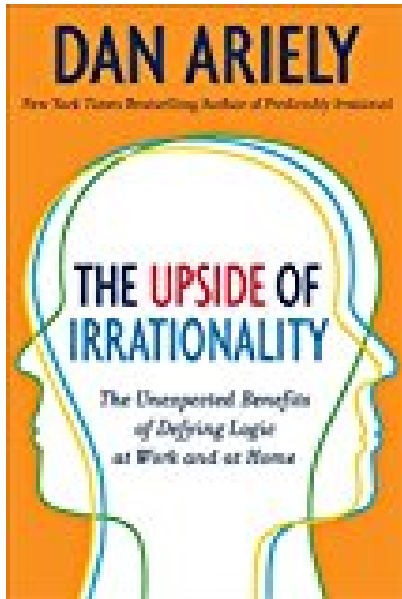


The Upside of Irrationality The Unexpected Benefits of Defying Logic at Work and at Home



BOOK DETAILS

- Author : Dan Ariely
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BOOK SYNOPSIS

“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*.

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