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The Upside of Irrationality: The Unexpected Benefits of Defying Logic

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is a book published in 2010 by behavioral economist Dan Ariely. This is Ariely's second published book, after he authored Predictably Irrational: The Hidden Forces That Shape Our Decisions. Dan Ariely is the James B. Duke Professor of Psychology and Behavioral

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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.

About the Author Dan Ariely is the

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bestselling author of Predictably Irrational, The Upside of Irrationality , and The (Honest) Truth About Dishonesty .

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His new book, *The Upside of Irrationality*, flips that coin onto its other side and looks at how our penchant for irrational decision-making can actually benefit us and make it explored the way that economics work on a personal level when you stop

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By Dan Ariely. Irrationality is not all bad. In the Upside of irrationality, Dan Ariely examines some of the positive effects irrationality have on our lives and offers a new look on the irrational decisions that influence our personal lives and our workplace experiences as well as our temptation to cheat in

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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 ...

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Unexpected Benefits of Defying Logic (P.s.) | Looks at the irrational decisions that influence people's relationships, workplace experiences, and temptation to cheat in any area of their lives and explains how to move beyond this to greater success.

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Consequently, The Upside of Irrationality is a perfect gift for psychology and behavioral economics students; but everyone interested in the irrational aspects of human behavior should read it. The Upside of

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From our office attitudes, to our romantic relationships, to our search for purpose in life, Ariely explains how to break through our negative patterns

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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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Unexpected Benefits of Defying Logic at Work and at Home, HarperCollins, 2010, p. 352, ISBN

978-0-06-199503-3, OCLC 464593990

CS1 maint: ref=harv ; The Honest Truth about Dishonesty, HarperCollins, 2012, p. 255, ISBN

978-0-06-218359-0, OCLC 757484553

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~~Dan Ariely — Wikipedia~~

“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.” —

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James Surowiecki, author of The Wisdom of Crowds Behavioral economist and New York T...

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Today's post is our first visit to Dan Ariely's second book - The Upside of Irrationality.

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The Upside of Irrationality Quotes

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