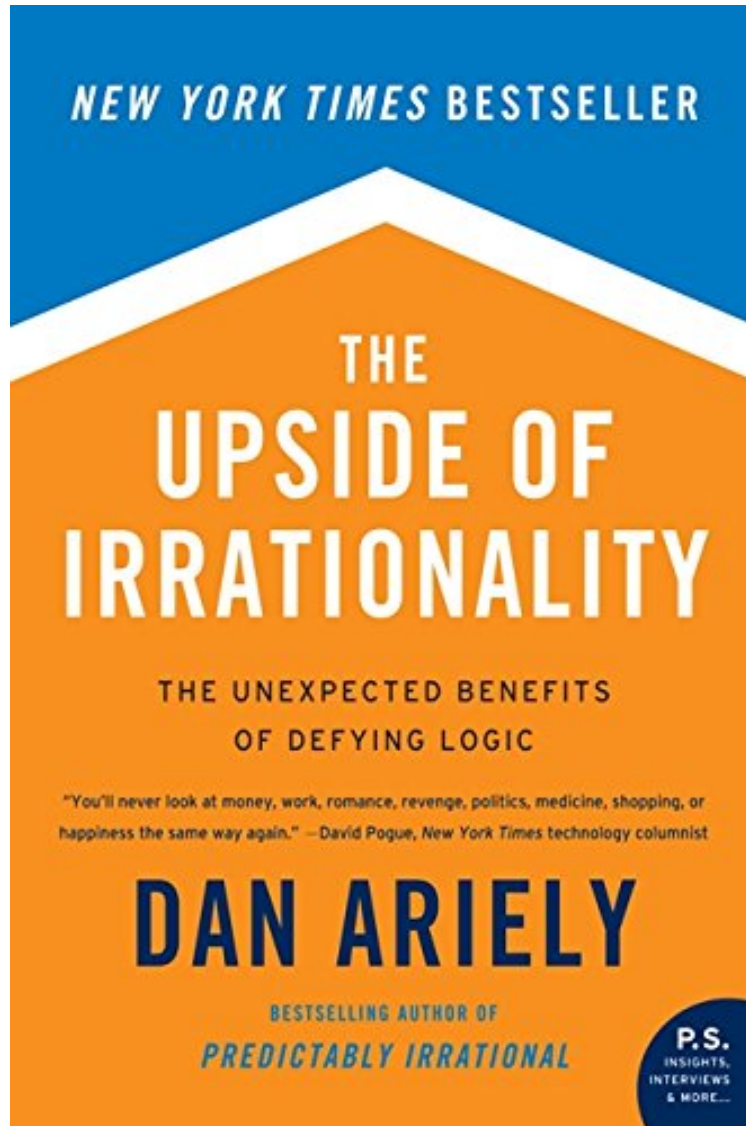


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The Upside of Irrationality: The Unexpected Benefits of Defying Logic

Dan Ariely

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Dan Ariely : The Upside of Irrationality: The Unexpected Benefits of Defying Logic before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Upside of Irrationality: The Unexpected Benefits of Defying Logic:

1 of 1 people found the following review helpful. Another entertaining and important book from Ariely By Alison

BeeDan Ariely always does the most fascinating research and tells the story in the most entertaining way, one can't help but enjoy reading his work and listening to his TED talks and lectures. The Upside to Irrationality is no different. A great look at how people actually make decisions, from who they date, to how they make money, the implications of Ariely's research is profound and obvious. A terrific book for anyone who interacts with people. 1 of 1 people found the following review helpful. Excellent! By Rakesh Sasidharan I haven't read Predictably Irrational, so can't say how this book compares to that, but I am familiar with Dan Ariely's work and have watched his videocasts and such. I enjoy his topics and way of presentation. This is a great book. Very well written, simple, in a conversational style (just like how he talked in the videos). Each chapter starts with an anecdote, then talks about theories and experiments, and usually contains more anecdotes from his/ colleagues/ friends' personal lives. Over all you get a pleasant feeling reading this stuff - nothing dry and boring about it - and it all makes sense and is logically explained. If you enjoy reading about behaviour and people, this is a good choice. I liked the first part of the book better than the second part. Maybe that's because part 1 was about companies and interactions with others and that's an area I like better. If you are after a book that's to the point and doesn't waste time, this is not for you. Like I said, the author goes on with anecdotes and personal experiences and so you got to be in a mindframe to enjoy these too. I enjoyed all that, plus all the experiments and their result and his discussion on them, so it's all 5 stars for me! 0 of 0 people found the following review helpful. More "Behavioral" Analysis By A. Tady I read Ariely's first book, Predictably Irrational, a little while back and enjoyed its unique look at the traditional economic assumption that all actors in a market are rational. In this follow up book, Ariely delves even further into the "behavioral" side of his behavioral economics field of study, relying on more personal anecdotes and psychological principles than on actual experiments that he himself (or his co-researchers) actually performed. While I did find the book to be entertaining, I also found that it gave less attention and analysis to actual economic principles than the first book did, setting up "economic" straw men (based on exaggerations of economic theory that very few legitimate economists would espouse) to make the field of economics seem unhelpful and misguided. I liked the book, but I get the feeling that Ariely does not want to give serious thought and analysis to actual economic principles.

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*.

From the Back Cover How can large bonuses sometimes make CEOs less productive? Why is revenge so important to us? How can confusing directions actually help us? Why is there a 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 to make 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 bad habit, how we learn to love the ones we're with, and more. *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 James B. Duke Professor of Psychology and Behavioral Economics at Duke University, and is the founder of the Center for Advanced Hindsight. His work has been featured in the *New York Times*, *Wall Street Journal*, *Washington Post*, *Boston Globe*, and elsewhere. He lives in North Carolina with his family.