



# A Joosr Guide to... Predictably Irrational by Dan Ariely: The Hidden Forces that Shape Our Decisions

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As logical as we think we are, we've all made completely irrational decisions. Most of us make at least one every day. Discover the predictable patterns behind irrationality and put your rational mind back in charge.

Every day, thousands of decisions-both big and small-make up our daily lives. We may think we make the most rational decisions, but in reality our brain frames our options in completely irrational ways before we even make a choice. In *Predictably Irrational*, Dan Ariely reveals that this irrational decision-making is actually based on predictable patterns, and by recognizing these patterns we can all make better decisions in every aspect of our lives.

You will learn:

- Why comparing options leads to bad decisions
- Why a free gift might end up costing you more than you ever planned to spend
- How marketers use your brain's irrational thought patterns to manipulate you, and how you can fight back.

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