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The Upside of Irrationality: The Unexpected Benefits of Defying Logic 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 Economics.

~~The Upside of Irrationality — Wikipedia~~

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

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In The Upside of Irrationality, behavioral economist Dan Ariely will explore the many ways in which our behaviour often leads us astray in

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terms of our romantic relationships, our experiences in the workplace, and our temptations to cheat.

~~The Upside of Irrationality: Amazon.co.uk: Ariely, Dan ...~~

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 assuming that people are completely irrational and provided a great overview of the many kinks in the human brain that lead us to make weird, suboptimal decisions.

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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 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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~~The Upside of Irrationality — Dan Ariely~~

The Upside of Irrationality: The 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 Irrationality Summary

~~The Upside of Irrationality Summary — Dan Ariely | 12min Blog~~

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

~~The Upside of Irrationality (22)~~

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The Upside of Irrationality: The 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 CS1 maint: ref=harv

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

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~~The Upside of Irrationality - HarperCollins~~

Today's post is our first visit to Dan Ariely's second book - The

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Robert Siegel talks to behavioral economist Dan Ariely about his new book, *The Upside of Irrationality*. The book is a follow-up to his New York Times best-seller, *Predictably Irrational*, in which...

~~Exploring The 'Upside Of Irrationality' : NPR~~

The *Upside of Irrationality* has been released today in paperback! To celebrate this occasion, I will be releasing videos over the next few months – each discussing one of the chapters. Here is a look into the introduction: p.s I just learned that the...

~~The Upside of Irrationality — Dan Ariely~~

The *Upside of Irrationality* Quotes Showing 1-30 of 37 “To summarize, using money to motivate people can be a double-edged sword. For tasks that require cognitive ability, low to moderate performance-based incentives can help.

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