



Predictably Irrational: The Hidden Forces That Shape Our Decisions (Revised and Expanded Edition) (Chinese Edition)

Dan Ariely

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Predictably Irrational: The Hidden Forces That Shape Our Decisions (revised and expanded edition) is a bestseller appraised by New York Times and Wall Street Journal and recommended by the famous Chinese economist Liang Xiaoming as well as Nobel Prize Winner Economist George A. Akerlof, and Nassim Nicholas Taleb, the author of *The Black Swan: The Impact of the Highly Improbable*. The author holds that Predictably Irrational is an intriguing, witty and utterly original look at why we all make illogical decisions. In this astounding book, behavioural economist Dan Ariely cuts to the heart of our strange behaviour, demonstrating how irrationality often supplants rational thought and that the reason for this is embedded in the very structure of our minds. Predictably Irrational brilliantly blends everyday experiences with a series of illuminating and often surprising experiments, that will change your understanding of human behaviour. And, by recognising these patterns, Ariely shows that we can make better decisions in business, in matters of collective welfare, and in our everyday lives from drinking coffee to losing weight, buying a car to choosing a romantic partner.

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