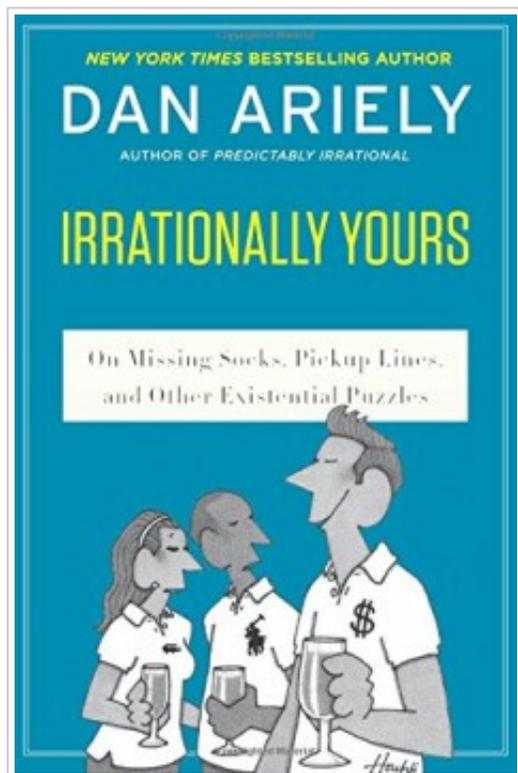


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Irrationally Yours

On Missing Socks, Pickup Lines, and Other Existential Puzzles

by Dan Ariely, William Haefeli

Price: \$15.99(Paperback)

Published: May 19, 2015

Rating: 0.0/5 (0 votes cast)

From the Publisher: Three-time New York Times bestselling author Dan Ariely teams up with legendary The New Yorker cartoonist William Haefeli to present an expanded, illustrated collection of his immensely popular Wall Street Journal advice column, “Ask Ariely”. Behavioral economist Dan Ariely revolutionized the way we think about ourselves, our minds, and our actions in his books Predictably Irrational, The Upside of Irrationality, and The Honest Truth about Dishonesty. Ariely applies this scientific analysis of the human condition in his “Ask Ariely” Q & A column in the Wall Street Journal, in which he responds to readers who write in with personal conundrums ranging from the serious to the curious: What can you do to stay calm when you’re playing the volatile stock market? What’s...

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What We Say

In this paperback original, behavioral economist Dan Ariely compiles some of the most popular entries in his "Ask Ariely" column for the Wall Street Journal, along with some expanded answers and brand new conundrums. Part Dear Abby, part Freakonomics for behavior, Ariely typically uses silly and serious questions (why do I cheat on my diet late at night? what's the best way for a group of friends to split a dinner bill? where do those missing socks go?) to illuminate psychological ideas or reframe the question in a way that helps you understand what's really at stake. He even offers practical solutions. (Can't decide which of two cars to buy? Flip a coin! Then he explains why.) If you've got a pulse, you'll surely disagree with some of the advice Ariely offers...and I'm sure there's a psychological term for this that Ariely will illuminate the next time around. The amusing cartoons by New Yorker regular William Haefeli aren't just a welcome added bonus; they wittily add to the conversation with their own wry perspective. -- Michael Giltz

What Others Say

"The human brain is one of the largest mysteries in the world. Trying to understand its complexities and improve our behavior is one of the main challenges society deals with. In Irrationally Yours, Dan shares with us some of these mysteries and the tools for accomplishing this task." - **Anthony "Tony" Robbins, #1 New York Times bestselling author of Unlimited Power, Unleash the Power Within and Awaken the Giant Within**

"With 70% of his body burned, 3 years in hospital, and decades of experiments in social science, Dan views life from a unique perspective. In this thoroughly entertaining book Dan provides insightful advice to a vast range of human problems. I loved it." - **Terry Jones, Monty Python member, director, actor and writer**

"Ariely is a master observer of human foibles. His advice is funny, thoughtful, and well-founded. Sometimes all three together. My advice: read it, enjoy it, think about it." - **Al Roth, Nobel Laureate in Economics and Craig and Susan McCaw Professor of Economics at Stanford University**

"Dan is the most provocative, interesting, and to-the-point advice columnist you..."

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