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job of uncovering and explaining the hidden reasons for the weird ways we act, in the marketplace and out. Predictably Irrational will reshape the world, and yourself, for good." —James Surowiecki, author of The Wisdom of Crowds "Filled with clever experiments, engaging ideas, and delightful anecdotes. Dan Ariely

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Predictably Irrational by Dan Ariely | Waterstones

Predictably Irrational Investigating the Hidden Forces that Shape Our Decisions Dan Ariely is a behavioral scientist at MIT and the author of Predictably Irrational: The Hidden Forces that Shape ...

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