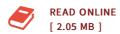




# The Upside of Irrationality: The Unexpected Benefits of Defying Logic at Work and at Home

By Dan Ariely

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, The Upside of Irrationality: The Unexpected Benefits of Defying Logic at Work and at Home, Dan Ariely, Behavioral economist and New York Times bestselling author of Predictably Irrational Dan Ariely returns to offer a much-needed take on the irrational decisions that influence our dating lives, our workplace experiences, and our general behaviour, up close and personal. In The Upside of Irrationality, behavioral economist Dan Ariely will explore the many ways in which our behaviour often leads us astray in terms of our romantic relationships, our experiences in the workplace, and our temptations to cheat. Blending everyday experience with groundbreaking research, Ariely explains how expectations, emotions, social norms and other invisible, seemingly illogical forces skew our reasoning abilities. Among the topics Dan explores are: \* What we think will make us happy and what really makes us happy; \* How we learn to love the ones we are with; \* Why online dating doesn't work, and how we can improve on it; \* Why learning more about people make us like them less; \* Why large bonuses can make CEOs less productive; \* How to really motivate people at work; \* Why bad...



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