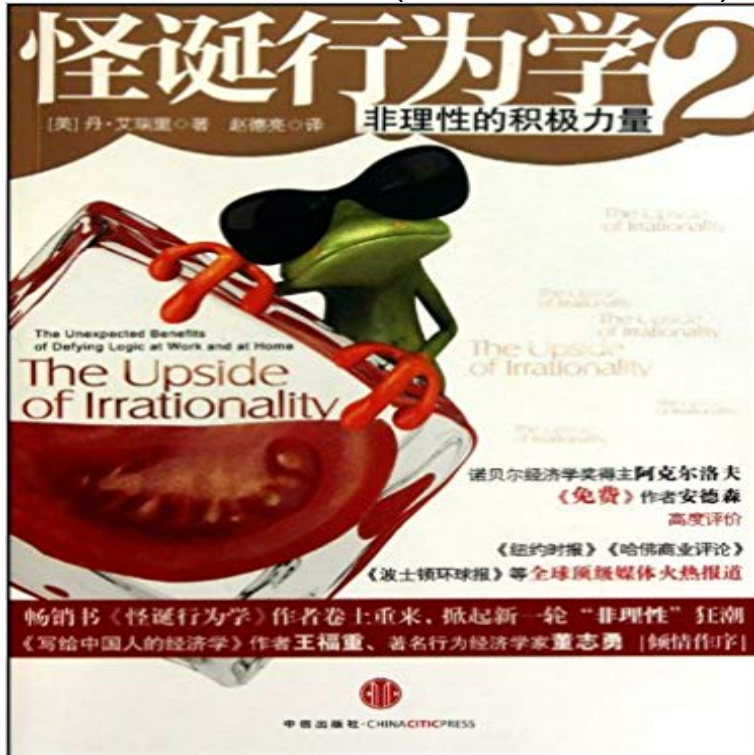


The Upside of Irrationality: The Unexpected Benefits of Defying Logic at Work and at Home (Chinese Edition)



The Upside of Irrationality: The Unexpected Benefits of Defying Logic at Work and at Home: 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 with 13 funny experiments. Blending everyday experience with groundbreaking research, Ariely explains how expectations, emotions, social norms and other invisible, seemingly illogical forces skew our reasoning abilities. Drawing on the same experimental methods that made Predictably Irrational such a hit, Dan will emphasize the important role that irrationality plays in our day-to-day decision making not just in our financial marketplace, but in the most hidden aspects of our lives.

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