



Predictably Irrational: Summary of the Key Ideas - Original Book by Dan Ariely: The Hidden Forces that Shape Our Decisions

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“Predictably Irrational” discusses the factors which influence our choices and consumer instincts. It dissects the different approaches our brain resorts to while judging something and making decisions. We can avoid errors by exploring the most important factors which make us commit mistakes, and understand the reasons why we tend to procrastinate or indulge in other irrational behavior.

Who should read this book:

- Anybody who wants to explore the behavioral aspects and the psychology behind the choices that influence our decisions.
- Anyone who wants to find out how to make better decisions.

In this summary:

Chapter 1: How relativity shapes our choices

Chapter 2: The decoy effect

Chapter 3: Decoys can influence us when there are several options

Chapter 4: Arbitrary coherence and its effect on price

Chapter 5: Herding and its influence on consumer behavior

Chapter 6: How freebies catalyze buying patterns

Chapter 7: Social norms vs. market norms

Chapter 8: The role our emotions play in shaping our decisions

Chapter 9: Final Summary

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Guadalupe Marshall:

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