

predictably irrational revised and expanded edition

Predictably Irrational: Revised and Expanded Edition is a groundbreaking book by Dan Ariely that delves into the complex world of human behavior and decision-making. This revised and expanded edition offers readers an in-depth exploration of the irrational tendencies that govern our choices, challenging the conventional wisdom that humans are rational beings. Through a blend of engaging anecdotes, rigorous experiments, and insightful analysis, Ariely reveals the systematic patterns of our irrationality and how they influence everything from consumer behavior to public policy.

The Author Behind the Insights

Dan Ariely is a prominent behavioral economist and professor of psychology and behavioral economics at Duke University. His work has significantly contributed to our understanding of how and why individuals often make decisions that defy logic. In "Predictably Irrational," Ariely combines his academic expertise with accessible writing to make complex concepts digestible for a broad audience. His research has garnered international acclaim, making him a leading voice in the field of behavioral economics.