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Peter Burow

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Every day, people around the world - consumers, employees and leaders - make profoundly irrational decisions, often to the detriment of themselves and others. Why? For the past three decades, behavioral economists have worked to answer this question. The result is an elegant framework that finally explains the logic behind the apparent madness and, more importantly, provides practical tools to help better manage our own and other's decision-making. From performance management, ethical marketing and risk through to market testing, the insights in this book will increase your awareness of how cognitive bias drives decision-making, and show you how you, as a leader, can respond and drive improved results in your organization.

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