



The Irrationality Illusion: How To Make Smart Decisions And Overcome Bias

Presh Talwalkar

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This handbook explains the many ways we are biased about decision-making and offers techniques to make smart decisions. The biases of behavioral economics are like optical illusions: while we fall for them every time, we can also learn to recognize the patterns and see through the tricks. Fool me once, shame on you. Fool me twice...you won't get fooled again after reading this book.

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