



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

By Dan Ariely

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Editorial Review

From Publishers Weekly

Ariely (*Predictably Irrational*) expands his research on behavioral economics to offer a more positive and personal take on human irrationality's implications for life, business, and public policy. After a youthful accident left him badly scarred and facing grueling physical therapy, Ariely's treatment required him to accept temporary pain for long-term benefit—a trade-off so antithetical to normal human behavior that it sparked the author's fascination with why we consistently fail to act in our own best interest. The author, professor of behavioral economics at Duke, leads us through experiments that reveals such idiosyncrasies as the IKEA effect (if you build something, pride and sentimental attachment are likely to give you an inflated sense of its quality) and the Baby Jessica effect (why we respond to one person's suffering but not to the suffering of many). He concludes with prescriptions for how to make real personal and societal changes, and what behavioral patterns we must identify to improve how we love, live, work, innovate, manage, and govern. Self-deprecating humor, an enthusiasm for human eccentricities, and an affable and snappy style make this read an enriching and eye-opening pleasure. (*June*)

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From [Booklist](#)

In *Predictably Irrational* (2008), Ariely explored the reasons why human beings frequently put aside common sense and why bad things often happen when they do. Here, in this equally entertaining and clever follow-up, Ariely shows us the other side of the irrationality coin: the beneficial outcomes and pleasant surprises that often arise from irrational behavior. Although pleasant should be taken as a relative term, since the outcomes are not necessarily pleasant for the person who was behaving irrationally. Take, for example, Thomas Edison's obsession with DC current, and his irrational hatred of AC: trying to prove how dangerous AC was, he inadvertently—with his development of the electric chair—demonstrated to the world how powerful it could be. Ariely is an engaging and efficient writer, amusing us with stories about irrational behavior while staying away from needless technical terminology and bafflegab. Thought-provoking, entertaining, and smart: a winning combination. --David Pitt

Review

Praise for *Predictably Irrational*: 'For anyone interested in marketing -- either as a practitioner or victim -- this is unmissable reading. If only more researchers could write like this, the world would be a better place.'

Financial Times

Users Review

From reader reviews:

Daphne Shew:

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James Robinson:

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