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The Upside of Irrationality has been released today in paperback! To celebrate this occasion, I will be releasing videos over the next few months each discussing

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Another pleasurable summer read for me was Dan Ariely's "The Upside of Irrationality." Put simply, the book is an impressive achievement. It interweaves Ariely's

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Dan Ariely (born April 29, 1967) is an Israeli American professor of psychology and behavioral economics He teaches at Duke University and is the founder of The

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