

predictably irrational, revised and expanded edition: the hidden forces that shape our decisions (pdf) by dan ariely (ebook)

Why do our headaches persist after we take a one-cent aspirin but disappear when we take a fifty-cent aspirin? Why do we splurge on a lavish meal but cut coupons to save twenty-five cents on a can of soup? When it comes

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Dan ariely behavioral economics university of new studies.

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