

Read Online The Paradox Of
Choice Why More Is Less

The Paradox Of Choice Why More Is Less

We all value freedom, family, friends,
work, education, health, and

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leisure—"the best things in life." But the pressure we experience to chase the dollar in order to satisfy both the demands of the bottom line and the demands of our seemingly insatiable desire to consume are eroding these best things in life. Our children now value profit centers, not sports heroes.

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Our educational system is fast becoming nothing more than a financial investment where students are encouraged to expend more energy on making the grade than on learning about their world. Our business leaders are turning young idealists into cynics when they cut

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corners and explain that “everybody’s doing it.” The need to achieve in our careers intrudes so greatly on our personal world that we find ourselves weighing the “costs” of enjoying friendships rather than working. In this book, psychologist Barry Schwartz unravels how market freedom has

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insidiously expanded its reach into domains where it does not belong. He shows how this trend developed from a misguided application of the American value of individuality and self-pursuit, and how it was aided by our turning away from the basic social institutions that once offered traditional

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community values. These developments have left us within an overall framework for living where worth is measured entirely by usefulness in the marketplace. The more we allow market considerations to guide our lives, the more we will continue to incur the real costs of

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living, among them disappointment and loneliness. We all value freedom, family, friends, work, education, health, and leisure—“the best things in life.” But the pressure we experience to chase the dollar in order to satisfy both the demands of the bottom line and the demands of our seemingly

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A reasoned yet urgent call to embrace and protect the essential, practical human quality that has been drummed

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out of our lives: wisdom. It's in our nature to want to succeed. It's also human nature to want to do right. But we've lost how to balance the two. How do we get it back? Practical Wisdom can help. "Practical wisdom" is the essential human quality that combines the fruits of our individual

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experiences with our empathy and intellect-an aim that Aristotle identified millennia ago. It's learning "the right way to do the right thing in a particular circumstance, with a particular person, at a particular time." But we have forgotten how to do this. In Practical Wisdom, Barry Schwartz and Kenneth

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Sharpe illuminate how to get back in touch with our wisdom: how to identify it, cultivate it, and enact it, and how to make ourselves healthier, wealthier, and wiser.

NEW YORK TIMES BESTSELLER •
The classic work that predicted the anxieties of a world upended by

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rapidly emerging technologies—and now provides a road map to solving many of our most pressing crises.

“Explosive . . . brilliantly formulated.”

—The Wall Street Journal Future Shock is the classic that changed our view of tomorrow. Its startling insights into accelerating change led a president to

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ask his advisers for a special report, inspired composers to write symphonies and rock music, gave a powerful new concept to social science, and added a phrase to our language. Published in over fifty countries, Future Shock is the most important study of change and

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adaptation in our time. In many ways, Future Shock is about the present. It is about what is happening today to people and groups who are overwhelmed by change. Change affects our products, communities, organizations—even our patterns of friendship and love. But Future Shock

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also illuminates the world of tomorrow by exploding countless clichés about today. It vividly describes the emerging global civilization: the rise of new businesses, subcultures, lifestyles, and human relationships—all of them temporary. Future Shock will intrigue, provoke, frighten, encourage, and,

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above all, change everyone who reads it.

The Community of Advantage asks how economists should do normative analysis. Normative analysis in economics has usually aimed at satisfying individuals' preferences. Its conclusions have supported a long-

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standing liberal tradition of economics that values economic freedom and views markets favourably. However, behavioural research shows that individuals' preferences, as revealed in choices, are often unstable, and vary according to contextual factors that seem irrelevant for welfare. Robert

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Sugden proposes a reformulation of normative economics that is compatible with what is now known about the psychology of choice. The growing consensus in favour of paternalism and 'nudging' is based on a very different way of reconciling normative economics with behavioural

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findings. This is to assume that people have well-defined 'latent' preferences which, because of psychologically-induced errors, are not always revealed in actual choices. The economist's job is then to reconstruct latent preferences and to design policies to satisfy them. Challenging

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this consensus, The Community of Advantage argues that latent preference and error are psychologically ungrounded concepts, and that economics needs to be more radical in giving up rationality assumptions. Sugden advocates a kind of normative economics that does

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not use the concept of preference. Its recommendations are addressed, not to an imagined 'social planner', but to citizens, viewed as potential parties to mutually beneficial agreements. Its normative criterion is the provision of opportunities for individuals to participate in voluntary transactions.

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Using this approach, Sugden reconstructs many of the normative conclusions of the liberal tradition. He argues that a well-functioning market economy is an institution that individuals have reason to value, whether or not their preferences satisfy conventional axioms of

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rationality, and that individuals' motivations in such an economy can be cooperative rather than self-interested.

Summary of The Paradox of Choice
Invisible Influence

The Paradox of Relevance

The Paradox of Self-consciousness

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What Money Can't Buy

Future Shock

How to Use Psychology to Control Human Behavior

Explores the subtle, secret influences that affect the decisions we make--from what

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we buy, to the careers we choose, to what we eat. "Provocative and richly textured. . . .Schwartz's analyses of the inadequacies of contemporary scientific views of human nature are

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compelling, but the consequences are even more worthy of note.” —Los Angeles Times Out of the investigations and speculations of contemporary science, a challenging view of human

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behavior and society has emerged and gained strength. It is a view that equates “human nature” utterly and unalterably with the pursuit of self-interest. Influenced by this view, people increasingly

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appeal to natural imperatives, instead of moral ones, to explain and justify their actions and those of others. What is behavioral economics and why is it important? -- The ascent and dissent of

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***economics -- Econ: homo
economicus -- Human: more
homer (simpson) than homo
economicus -- Manners,
monkeys and moods -- Nudge:
whys, ways and weasels -- Sell!
the commercial (and political)***

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world of persuasion

*To many outsiders,
mathematicians appear to
think like computers, grimly
grinding away with a strict
formal logic and moving
methodically--even*

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algorithmically--from one black-and-white deduction to another. Yet mathematicians often describe their most important breakthroughs as creative, intuitive responses to ambiguity, contradiction, and

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paradox. A unique examination of this less-familiar aspect of mathematics, How Mathematicians Think reveals that mathematics is a profoundly creative activity and not just a body of

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formalized rules and results. Nonlogical qualities, William Byers shows, play an essential role in mathematics. Ambiguities, contradictions, and paradoxes can arise when ideas developed in different

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***contexts come into contact.
Uncertainties and conflicts do
not impede but rather spur the
development of mathematics.
Creativity often means
bringing apparently
incompatible perspectives***

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together as complementary aspects of a new, more subtle theory. The secret of mathematics is not to be found only in its logical structure. The creative dimensions of mathematical work have great

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implications for our notions of mathematical and scientific truth, and How Mathematicians Think provides a novel approach to many fundamental questions. Is mathematics objectively

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true? Is it discovered or invented? And is there such a thing as a "final" scientific theory? Ultimately, How Mathematicians Think shows that the nature of mathematical thinking can

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***teach us a great deal about the
human condition itself.***

You Are Now Less Dumb

***Free Your Body and Mind from
the Afflictions of Civilization***

The Costs of Living

Socrates' Philosophic Trial

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The Power of Simplicity in a World of Overwhelming Choice My Inner Sky

Explore the key wisdom and
figures of psychology's
development over 50 books,

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hundreds of ideas, and a century of time.

Whether it's sleek leather pants, a shiny new Apple computer, or a designer toaster, we make important decisions as consumers every

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day based on our sensory experience. Sensory appeals are everywhere, and they are intensifying, radically changing how Americans live and work. The twenty-first century has become the age of

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aesthetics, and whether we realize it or not, this influence has taken over the marketplace, and much more. In this penetrating, keenly observed book, Virginia Postrel makes the argument

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that appearance counts, that aesthetic value is real.

Drawing from fields as diverse as fashion, real estate, politics, design, and economics, Postrel deftly chronicles our culture's

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aesthetic imperative and argues persuasively that it is a vital component of a healthy, forward-looking society. Intelligent, incisive, and thought-provoking, The Substance of Style is a

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groundbreaking portrait of the democratization of taste and a brilliant examination of the way we live now.

From New York Times bestselling author Mari
Andrew, a collection of essays

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and illustrations, divided into phases of the sky--twilight, golden hour, night, and dawn--that serves as a loyal companion for life's curveballs
A whole, beautiful life is only made possible by the wide

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spectrum of feelings that exist between joy and sorrow. In this insightful and warm book, writer and illustrator Mari Andrew explores all the emotions that make up a life, in the process offering

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insights about trauma and healing, the meaning of home and the challenges of loneliness, finding love in the most unexpected of places--from birds nesting on a sculpture to a ride on the

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subway--and a resounding case for why sometimes you have to put yourself in the path of magic. My Inner Sky empowers us to transform everything that's happened to us into something meaningful,

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reassurance that even in our darkest times, there's light and beauty to be found.

An eye-opening, groundbreaking tour of the purpose of work in our lives, showing how work operates in

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our culture and how you can find your own path to happiness in the workplace. Why do we work? The question seems so simple. But Professor Barry Schwartz proves that the answer is

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surprising, complex, and urgent. We've long been taught that the reason we work is primarily for a paycheck. In fact, we've shaped much of the infrastructure of our society to accommodate this

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belief. Then why are so many people dissatisfied with their work, despite healthy compensation? And why do so many people find immense fulfillment and satisfaction through "menial" jobs?

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Schwartz explores why so many believe that the goal for working should be to earn money, how we arrived to believe that paying workers more leads to better work, and why this has made our society

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confused, unhappy, and has established a dangerously misguided system. Through fascinating studies and compelling anecdotes, this book dispels this myth.

Schwartz takes us through

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hospitals and hair salons, auto plants and boardrooms, showing workers in all walks of life, showcasing the trends and patterns that lead to happiness in the workplace. Ultimately, Schwartz proves

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that the root of what drives us to do good work can rarely be incentivized, and that the cause of bad work is often an attempt to do just that. How did we get to this tangled place? How do we change the

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way we work? With great insight and wisdom, Schwartz shows us how to take our first steps toward understanding, and empowering us all to find great work.

Semiotics of Happiness

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Why the World Is Getting
Healthier in Worrisome Ways
Methods of Persuasion
Choice Hacking
The Substance of Style
How Embracing Our
Imperfection Perfects Us

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The Paradox of Scale

An examination of Socrates' trial as played out in the Apology, Theaetetus, Euthyphro, Cratylus, Sophist, and Statesman. Finding that the heart of the dialogues is the rivalry between the characters of the Stranger of Elea and Socrates, the

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author devotes a chapter to each dialogue and explores the Stranger of Elea's criticism that the uncompromising pursuit of knowledge conflicts with the task of weaving together humans into a political community. The melding of the arguments of Socrates and the

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Stranger of Elea, the author suggests, is the best path to understanding Plato's political philosophy.

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In the spirit of Alvin Toffler's Future Shock, a social critique of our obsession with choice, and how it

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contributes to anxiety, dissatisfaction and regret. This paperback includes a new P.S. section with author interviews, insights, features, suggested readings, and more. Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to

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college, choosing a doctor, or setting up a 401(k), everyday decisions--both big and small--have become increasingly complex due to the overwhelming abundance of choice with which we are presented. We assume that more choice means better options and greater

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satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead

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to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In *The Paradox of Choice*, Barry Schwartz explains at what point

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choice--the hallmark of individual freedom and self-determination that we so cherish--becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice--from the mundane to the

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profound challenges of balancing career, family, and individual needs--has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current

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research in the social sciences, Schwartz makes the counterintuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on the

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important ones and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

Why the news about the global decline of infectious diseases is not all good. Plagues and parasites have played a central role in world affairs,

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shaping the evolution of the modern state, the growth of cities, and the disparate fortunes of national economies. This book tells that story, but it is not about the resurgence of pestilence. It is the story of its decline. For the first time in recorded history, virus, bacteria, and other

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infectious diseases are not the leading cause of death or disability in any region of the world. People are living longer, and fewer mothers are giving birth to many children in the hopes that some might survive. And yet, the news is not all good. Recent reductions in infectious disease have

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not been accompanied by the same improvements in income, job opportunities, and governance that occurred with these changes in wealthier countries decades ago. There have also been unintended consequences. In this book, Thomas Bollyky explores the paradox in our

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fight against infectious disease: the world is getting healthier in ways that should make us worry. Bollyky interweaves a grand historical narrative about the rise and fall of plagues in human societies with contemporary case studies of the consequences. Bollyky visits

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Dhaka—one of the most densely populated places on the planet—to show how low-cost health tools helped enable the phenomenon of poor world megacities. He visits China and Kenya to illustrate how dramatic declines in plagues have affected national economies. Bollyky

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traces the role of infectious disease in the migrations from Ireland before the potato famine and to Europe from Africa and elsewhere today. Historic health achievements are remaking a world that is both worrisome and full of opportunities. Whether the peril or promise of that progress prevails,

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Bollyky explains, depends on what we do next. A Council on Foreign Relations Book

An examination of why NGOs often experience difficulty creating lasting change, with case studies of transnational conservation organizations in Southeast Asia and

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the Pacific. Why do nongovernmental organizations face difficulty creating lasting change? How can they be more effective? In this book, Cristina Balboa examines NGO authority, capacity, and accountability to propose that a “paradox of scale” is a primary barrier to NGO effectiveness.

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This paradox—when what gives an NGO authority on one scale also weakens its authority on another scale—helps explain how NGOs can be seen as an authority on particular causes on a global scale, but then fail to effect change at the local level. Drawing on case studies of

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transnational conservation organizations in Southeast Asia and the Pacific, *The Paradox of Scale* explores how NGOs build, maintain, and lose authority over time. Balboa sets a new research agenda for the study of governance, offering practical concepts and analysis to

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help NGO practitioners. She introduces the concept of authority as a form of legitimated power, explaining why it is necessary for NGOs to build authority at multiple scales when they create, implement, or enforce rules. Examining the experiences of Conservation

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International in Papua New Guinea, International Marinelife Alliance in the Philippines, and the Community Conservation Network in Palau, Balboa explains how a paradox of scale can develop even for those NGOs that seem powerful and effective. Interdisciplinary in its

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approach, The Paradox of Scale offers guidance for interpreting the actions and pressures accompanying work with NGOs, showing why even the most authoritative NGOs often struggle to make a lasting impact.

The Investor's Paradox
Go Wild

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The Right Way to Do the Right Thing
Marry Him

Using Ambiguity, Contradiction, and
Paradox to Create Mathematics
Rhetorical beginnings of a public
problem

Plagues and the Paradox of Progress

Summary of The Paradox of Choice -

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Why More Is Less - A Comprehensive Summary Starting with choosing cereal at a local store to buying jeans, the number of options to choose from is ever increasing in the name of freedom for the individual. We can imagine a point at which the options

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would be so copious that even the world's most ardent supporters of freedom of choice would begin to say 'enough already.' But that point doesn't seem to come. Choosing retirement plans: Not every employee is going to know what a good

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retirement investment plan is, and if he chooses a wrong plan he will lose his retirement money. Even though it is a freedom of choice for the employee, not every employee is going to be a financial expert. This new choice demands more extensive

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research and creates more individual responsibility for failure. As we were given the freedom to choose, any failure will be our responsibility.

Choosing Medical Care: In the 1990s and 2000s, if we went to a doctor he would do all the tests for us under a

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standard protocol for physical exams but nowadays it is not like that. Now, we have to tell the doctor what he/she has to do even though he/she is the specialist. Another life-altering choice given to us even though we don't have time to do extensive research and

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become experts. Here is a Preview of What You Will Get: ? A Full Book Summary ? An Analysis ? Fun quizzes ? Quiz Answers ? Etc. Get a copy of this summary and learn about the book.

Hilarious, deeply moving, mind-

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bending, original, romantic, and surprising, this debut teen novel by Emil Ostrovski will appeal to fans of John Green, Chris Crutcher, and Andrew Smith. Gary Shteyngart, author of the New York Times bestseller *Super Sad True Love Story*,

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says: "Do yourself a favor and get inside a car with Emil Ostrovski immediately! The Paradox of Vertical Flight is an amazing road trip. You're in for one heck of a ride." An Indie Next Pick! On the morning of his eighteenth birthday, Jack Polovsky

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kidnaps his own baby, names him Socrates, stocks up on baby supplies at Walmart, and hits the road with his best friend, Tommy, and with the baby's mother, Jess. As they head to Grandma's house (eluding the police at every turn), Jack tells baby Socrates

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the Greek myths—because all stories spring from those stories, really. Even this one. By turns funny, heart wrenching, and wholly original, this debut novel by Emil Ostrovski explores the nature of family, love, friendship, fatherhood, and myth.

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"Shares a sense of humor and philosophical bent with such YA authors as John Green and Chris Crutcher. But the story and likable characters are Ostrovsky's own, a delightful mix of quirky, intelligent, naive, well-intentioned, and just plain

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dumb teens. A delightful success."—ALA Booklist

The author of the bestselling *You Are Not So Smart* shares more discoveries about self-delusion and irrational thinking, and gives readers a fighting chance at outsmarting their not-so-

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smart brains David McRaney's first book, *You Are Not So Smart*, evolved from his wildly popular blog of the same name. A mix of popular psychology and trivia, McRaney's insights have struck a chord with thousands, and his blog--and now

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podcasts and videos--have become an Internet phenomenon. Like You Are Not So Smart, You Are Now Less Dumb is grounded in the idea that we all believe ourselves to be objective observers of reality--except we're not. But that's okay, because our

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delusions keep us sane. Expanding on this premise, McRaney provides eye-opening analyses of fifteen more ways we fool ourselves every day, including: The Misattribution of Arousal (Environmental factors have a greater affect on our emotional

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arousal than the person right in front of us) Sunk Cost Fallacy (We will engage in something we don't enjoy just to make the time or money already invested "worth it") Deindividuation (Despite our best intentions, we practically disappear

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when subsumed by a mob mentality) McRaney also reveals the true price of happiness, why Benjamin Franklin was such a badass, and how to avoid falling for our own lies. This smart and highly entertaining book will be wowing readers for years to come.

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An eye-opening, funny, painful, and always truthful in-depth examination of modern relationships and a wake-up call for single women about getting real about Mr. Right. You have a fulfilling job, great friends, and the perfect apartment. So what if you

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haven't found "The One" just yet. He'll come along someday, right? But what if he doesn't? Or what if Mr. Right had been, well, Mr. Right in Front of You—but you passed him by? Nearing forty and still single, journalist Lori Gottlieb started to

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wonder: What makes for lasting romantic fulfillment, and are we looking for those qualities when we're dating? Are we too picky about trivial things that don't matter, and not picky enough about the often overlooked things that do? In Marry

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Him, Gottlieb explores an all-too-common dilemma—how to reconcile the desire for a happy marriage with a list of must-haves and deal-breakers so long and complicated that many great guys get misguidedly eliminated. On a quest to find the answer, Gottlieb

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sets out on her own journey in search of love, discovering wisdom and surprising insights from sociologists and neurobiologists, marital researchers and behavioral economists—as well as single and married men and women of all

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generations.

Why We Work

The Moral Limits of Markets

by Barry Schwartz - Why More Is Less

- A Comprehensive Summary

How to Have a Good Day

Why More Is Less

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How Market Freedom Erodes the Best
Things in Life

The Paradox of Political Philosophy

*** Our summary is short, simple
and pragmatic. It allows you to
have the essential ideas of a
big book in less than 30**

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minutes. As you read this summary, you will discover that having too many possibilities is detrimental to your happiness, and how to make it change. You will also discover : how to no longer

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regret your purchases; how to deal with bad decisions; how to develop a state of mind adapted to this overabundance; how to choose quickly and well; the secret to being happier! When Barry

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Schwartz, who is not a fashionista, wanted to buy a new pair of jeans, he was plagued with questions he didn't know the answers to. What size, what fit, what wash, what waist height, what leg

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length did he want? A choice that he thought was simple suddenly became so complex and obscure that he didn't even know what to buy. This example is not unique. In consumer societies, the

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smallest product can be declined ad infinitum, offering immeasurable possibilities of choice. The problem is that the more potential there is, the less happy you are. This is the "paradox of choice". Once you

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**understand it, you can free
yourself from its hold and
considerably improve your life.**

***Buy now the summary of this
book for the modest price of a
cup of coffee!**

Whether we're buying a pair of

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jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions—both big and small—have become

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increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But

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beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make

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you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of

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perfection when your options are limitless, too much choice can lead to clinical depression. In The Paradox of Choice, Barry Schwartz explains at what point choice—the hallmark of individual freedom

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and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the

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dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution.

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Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter

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intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to

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focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

Organized around seven factors that determine whether

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we have a good day at work, Webb offers specific tools to use based on how our brains work, and she shows how to incorporate them into conversations, meetings, and projects in a way that will

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**increase productivity,
confidence, and enjoyment.
Every day we make choices.
Coke or Pepsi? Save or spend?
Stay or go? Whether mundane
or life-altering, these choices
define us and shape our lives.**

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Sheena Iyengar asks the difficult questions about how and why we choose: Is the desire for choice innate or bound by culture? Why do we sometimes choose against our best interests? How much

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control do we really have over what we choose? Sheena Iyengar's award-winning research reveals that the answers are surprising and profound. In our world of shifting political and cultural

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forces, technological revolution, and interconnected commerce, our decisions have far-reaching consequences. Use The Art of Choosing as your companion and guide for the many challenges ahead.

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The Art of Choosing
The Hidden Forces that Shape
Behavior
Why More Is Less, Revised
Edition
How to Conquer Mob
Mentality, How to Buy

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**Happiness, and All the Other
Ways to Outsmart Yourself
Psychology of Learning and
Behavior
How Life Gets Better While
People Feel Worse
Abraham Lincoln and the**

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Forge of National Memory

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions -- both big and

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small -- have become increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive

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choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can

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lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In The

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Paradox of Choice, Barry Schwartz explains at what point choice -- the hallmark of individual freedom and self-determination that we so cherish -- becomes detrimental to our psychological and emotional well-being. In accessible, engaging,

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and anecdotal prose, Schwartz shows how the dramatic explosion in choice -- from the mundane to the profound challenges of balancing career, family, and individual needs -- has paradoxically become a problem instead of a solution.

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Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can

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greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately

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derive greater satisfaction from the choices you have to make.

Investors are in a jam. A troubled global economy, unpredictable markets, and a bewildering number of investment choices create a dangerous landscape for individual

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and institutional investors alike. To meet this challenge, most of us rely on a portfolio of fund managers to take risk on our behalves. Here, investment expert Brian Portnoy delivers a powerful framework for choosing the right ones – and

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avoiding the losers. Portnoy reveals that the right answers are found by confronting our own subconscious biases and behavioral quirks. A paradox we all face is the natural desire for more choice in our lives, yet the more we have, the less

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satisfied we become – whether we're at the grocery store, choosing doctors, or flipping through hundreds of TV channels. So, too, with investing, where there are literally tens of thousands of funds from which to choose. Hence "the

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investor's paradox": We crave abundant investment choices to conquer volatile markets, yet with greater flexibility, the more overwhelmed and less empowered we become. Leveraging the fresh insights of behavioral economics,

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Portnoy demystifies the opaque world of elite hedge funds, addresses the limits of mass market mutual funds, and discards the false dichotomy between "traditional" and "alternative" investments. He also explores why hedge funds have

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recently become such a controversial and disruptive force. Turns out it's not the splashy headlines – spectacular trades, newly minted billionaires, aggressive tactics – but something much more fundamental. The

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stratospheric rise to prominence and availability of alternative strategies represents a further explosion in the size and complexity of the choice set in a market already saturated with products. It constitutes something we all both crave and detest. The

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Investor's Paradox lights a path toward simplicity in a world of dangerous markets and overwhelming choice. Written in accessible, jargon-free language, with a healthy skepticism of today's money management industry, it

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offers not only practical tools for investment success but also a message of empowerment for investors drowning in possibility. What if you could use Nobel prize-winning science to predict the choices your customers will make?

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Customer and user behaviors can seem irrational. Shaped by mental shortcuts and psychological biases, their actions often appear random on the surface. In Choice Hacking, we'll learn to predict these irrational behaviors and apply the

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science of decision-making to create unforgettable customer experiences. Discover a framework for designing experiences that doesn't just show you what principles to apply, but introduces a new way of thinking about customer behavior. You'll

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finish Choice Hacking feeling confident and ready to transform your experience with science. In Choice Hacking, you'll discover: - How to make sure your customer experience is designed for what people do (not what they say they'll

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do) - How to increase the odds that customers will make the "right choice" in any environment - How to design user experiences that drive action and engagement - How to create retail experiences that persuade and drive brand love -

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How brands like Uber, Netflix, Disney, and Starbucks apply these principles in their customer and user experiences Additional resources included with the book: - Access to free video Companion Course - Access to exclusive free

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resources, tools, examples, and use cases online Who will benefit from reading Choice Hacking? This book was written for anyone who wants to better understand customer and user decision-making. Whether you're a consultant, strategist, digital

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marketer, small business owner, writer, user experience designer, student, manager, or organizational leader, you will find immediate value in Choice Hacking. About the Author Jennifer Clinehens is currently Head of Experience at a

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major global experience agency. She holds a Master's degree in Brand Management as well as an MBA from Emory University's Goizueta School. Ms. Clinehens has client-side and consulting experience working for brands like

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AT&T, McDonald's, and Adidas, and she's helped shape customer experiences across the globe. A recognized authority in marketing and customer experience, she is also the author of *CX That Sings: An Introduction To Customer Journey*

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Mapping. To learn more about this book or contact the author, please visit ChoiceHacking.com

Abraham Lincoln has long dominated the pantheon of American presidents. From his lavish memorial in Washington and

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immortalization on Mount
Rushmore, one might assume he was
a national hero rather than a
controversial president who came
close to losing his 1864 bid for
reelection. In *Abraham Lincoln and
the Forge of National Memory*,

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Barry Schwartz aims at these contradictions in his study of Lincoln's reputation, from the president's death through the industrial revolution to his apotheosis during the Progressive Era and First World War. Schwartz

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draws on a wide array of materials—painting and sculpture, popular magazines and school textbooks, newspapers and oratory—to examine the role that Lincoln's memory has played in American life. He explains, for

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example, how dramatic funeral rites elevated Lincoln's reputation even while funeral eulogists questioned his presidential actions, and how his reputation diminished and grew over the next four decades. Schwartz links transformations of Lincoln's

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image to changes in the society. Commemorating Lincoln helped Americans to think about their country's development from a rural republic to an industrial democracy and to articulate the way economic and political reform, military power,

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ethnic and race relations, and nationalism enhanced their conception of themselves as one people. Lincoln's memory assumed a double aspect of "mirror" and "lamp," acting at once as a reflection of the nation's concerns

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and an illumination of its ideals, and Schwartz offers a fascinating view of these two functions as they were realized in the commemorative symbols of an ever-widening circle of ethnic, religious, political, and regional communities. The first part

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of a study that will continue through the present, Abraham Lincoln and the Forge of National Memory is the story of how America has shaped its past selectively and imaginatively around images rooted in a real person whose character and

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achievements helped shape his country's future.

Harness the Power of Behavioral Science to Transform Your Working Life

The Progress Paradox

The Battle for Human Nature:

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Science, Morality and Modern Life
The Power of No
The Paradox of Choice
Behavioral Economics
The Case for Settling for Mr. Good
Enough

"This is a book deserving

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**of space on every
consumer marketer's
bookshelf." --Journal of
Consumer Marketing Best
known for his viral video,
"Chat Roulette Mind
Reading," Nick Kolenda is**

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finally revealing some of the psychological secrets behind his mind reading feats. Using revolutionary principles from cognitive psychology, Nick has developed ways to

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**subconsciously influence
people's thoughts, and
his "mind reading"
demonstrations have
been seen by over a
million people across the
globe. Methods of**

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**Persuasion reveals that
fascinating secret for the
first time, and it explains
how you can use those
principles to
subconsciously influence
people's thoughts in your**

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own life. Drawing on cutting-edge research in psychology, the entire book culminates a powerful 7-step persuasion process that follows the acronym,

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**METHODS: Step 1: Mold
Their Perception Step 2:
Elicit Congruent Attitudes
Step 3: Trigger Social
Pressure Step 4:
Habituate Your Message
Step 5: Optimize Your**

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**Message Step 6: Drive
Their Momentum Step 7:
Sustain Their Compliance
This book teaches you
the psychology behind
each step, and it explains
how you can use**

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**METHODS to influence
people's thoughts,
emotions, and behavior in
nearly any situation.
Selected by Choice
magazine as an
Outstanding Academic**

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**Title for 2011 Between
1990 and 1996, the U.S.
Congress passed market-
based reforms in the
areas of civil rights,
welfare, and immigration
in a series of major**

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**legislative initiatives.
These were announced as
curbs on excessive rights
and as correctives to a
culture of dependency
among the urban
poor—stock images of**

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racial and cultural minorities that circulated well beyond Congress. But those images did not circulate unchallenged, even after congressional opposition failed. In The

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**Paradox of Relevance,
Carol J. Greenhouse
provides a political and
literary history of the
anthropology of U.S.
cities in the 1990s,
where—below the**

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**radar—New Deal
liberalism, with its iconic
bond between society
and security, continued
to thrive. The Paradox of
Relevance opens in the
midst of anthropology's**

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**so-called postmodern
crisis and the appeal to
relevance as a basis for
reconciliation and
renewal. The search for
relevance leads outward
to the major federal**

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legislation of the 1990s and the galvanic political tensions between rights- and market-based reforms. Anthropologists' efforts to inform those debates through

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"relevant" ethnography were highly patterned, revealing the imprint of political tensions in shaping their works' central questions and themes, as well as their

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organization, narrative techniques, and descriptive practices. In that sense, federal discourse dominates the works' demonstrations of ethnography's relevance;

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however, the authors simultaneously resist that dominance through innovations in their own literariness—in particular, drawing on diasporic fiction and sociolegal

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studies where these articulate more agentive meanings of identity and difference. The paradox of relevance emerges with the realization that in the context of the

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**times, affirming the
relevance of ethnography
as value-neutral science
required the textual
practices of advocacy and
art.**

"No" is sometimes the

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**hardest word to say. It's
also the most necessary.
How many times have
you heard yourself saying
yes to the wrong
things—overwhelming
requests, bad**

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relationships, time-consuming obligations? How often have you wished you could summon the power to turn them down? This lively, practical guide

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helps you take back that power—and shows that a well-placed No can not only save you time and trouble, it can save your life. Drawing on their own stories as well as

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**feedback from their
readers and students,
James Altucher and
Claudia Azula Altucher
clearly show that you
have the right to say no:
To anything that is**

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**hurting you. To standards
that no longer serve you.
To people who drain you
of your creativity and
expression. To beliefs
that are not true to the
real you. It's one thing to**

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say no, the authors explain. It's another thing to have the Power of No. When you do, you will have a stronger sense of what is good for you and the people around you,

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**and you will have a
deeper understanding of
who you are. And,
ultimately, you'll be freed
to say a truly powerful
"Yes" in your life—one
that opens the door to**

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**opportunities,
abundance, and love.
The scientific evidence
behind why maintaining a
lifestyle more like that of
our ancestors will restore
our health and well-**

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Choice Why More Is Less

**being. In GO WILD,
Harvard Medical School
Professor John Ratey, MD,
and journalist Richard
Manning reveal that
although civilization has
rapidly evolved, our**

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bodies have not kept pace. This mismatch affects every area of our lives, from our general physical health to our emotional wellbeing. Investigating the power

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of living according to our genes in the areas of diet, exercise, sleep, nature, mindfulness and more, GO WILD examines how tapping into our core DNA combats modern

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disease and psychological afflictions, from Autism and Depression to Diabetes and Heart Disease. By focusing on the ways of the past, it is possible to secure a

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**healthier and happier
future, and GO WILD will
show you how.**

**The Community of
Advantage**

**SUMMARY - The Paradox
Of Choice: Why More Is**

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Less By Barry Schwartz
50 Psychology Classics
How the Rise of Aesthetic
Value Is Remaking
Commerce, Culture, and
Consciousness
How to use psychology

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**and behavioral science to
create an experience that
sings**

**Who We Are, How We
Think, What We Do:
Insight and Inspiration
from 50 Key Books**

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The Paradox of Vertical Flight

Should we pay children to read books or to get good grades?
Should we allow corporations to pay for the right to pollute the atmosphere? Is it ethical to pay

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people to test risky new drugs or to donate their organs? What about hiring mercenaries to fight our wars? Auctioning admission to elite universities? Selling citizenship to immigrants willing to pay? In

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What Money Can't Buy, Michael J. Sandel takes on one of the biggest ethical questions of our time: Is there something wrong with a world in which everything is for sale? If so, how can we prevent market values

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from reaching into spheres of life where they don't belong? What are the moral limits of markets? In recent decades, market values have crowded out nonmarket norms in almost every aspect of life—medicine,

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education, government, law, art, sports, even family life and personal relations. Without quite realizing it, Sandel argues, we have drifted from having a market economy to being a market society. Is this where we

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want to be? In his New York Times bestseller *Justice*, Sandel showed himself to be a master at illuminating, with clarity and verve, the hard moral questions we confront in our everyday lives. Now, in *What Money Can't*

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Buy, he provokes an essential discussion that we, in our market-driven age, need to have: What is the proper role of markets in a democratic society—and how can we protect the moral and civic

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goods that markets don't honor and that money can't buy?

The Semiotics of Happiness examines the rise of 'happiness' (and its various satellite terminologies) as a social and political semiotic, exploring its

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origins in the US and subsequent spread into the UK and across the globe. The research takes as its starting point the development of discussions about happiness in UK newspapers in which

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dedicated advocates began to claim that a new 'science of happiness' had been discovered and argued for social and political change on its behalf. Through an in-depth analysis of the written and visual rhetoric

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and subsequent activities of these influential 'claims-makers', Frawley argues that happiness became a serious political issue not because of a growing unhappiness in society nor a demand 'on the ground' for new

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knowledge about it, but rather because influential and dedicated 'insiders' took the issue on at a cultural moment when problems cast in emotional terms were particularly likely to make an

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impact. Emerging from the analysis is the observation that, while apparently positive and light-hearted, the concern with happiness implicitly affirms a 'vulnerability' model of human functioning, encourages a

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morality of low expectations, and in spite of the radical language used to describe it, is ultimately conservative and ideally suited to an era of 'no alternative' (to capitalism).

In The Progress Paradox, Gregg

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Easterbrook draws upon three decades of wide-ranging research and thinking to make the persuasive assertion that almost all aspects of Western life have vastly improved in the past century—and yet today, most

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men and women feel less happy than in previous generations. Detailing the emerging science of “ positive psychology, ” which seeks to understand what causes a person ’ s sense of well-being, Easterbrook offers an

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alternative to our culture of crisis and complaint. He makes a compelling case that optimism, gratitude, and acts of forgiveness not only make modern life more fulfilling but are actually in our self-interest.

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An affirming and constructive way of seeing life anew, The Progress Paradox will change the way you think about your place in the world—and about our collective ability to make it better.

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Americans are wealthier, smarter, and more beautiful than ever before, but we are also more depressed, anxious, and lonely. How can this be? The answer for many of us is perfectionism. Perfectionists

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pursue flawlessness and often reach great heights as a result, but we ultimately fall frustratingly short of our ideal. Christian perfectionists turn frustration into despair, because Christ commands us to "be ye

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therefore perfect, even as your father which is in heaven is perfect." This seemingly impossible demand promotes feelings of guilt, unworthiness, and discouragement. Why would God put us in such a

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hopeless position? The short answer is, He didn't. In The Paradox of Perfection you will discover that the perfection Christ commands of us is actually possible here and now in this life, but to achieve it we

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must learn a new, properly
Christian language of
perfection. Relational experts,
Dr. Jeffrey Reber and Steven
Moody, will teach you this
language and help you learn
that the perfection Christ

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commands of you is not individual flawlessness, but a form of relationship with Him that depends precisely upon your weaknesses and imperfections, which enable Christ's perfect love within you,

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your marriage, your family, and
your church.

How NGOs Build, Maintain, and
Lose Authority in Environmental
Governance

The Paradox of Perfection

A Behavioural Economist's

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Defence of the Market

On Embracing Day, Night, and
All the Times in Between

The Basics

Ethnography and Citizenship in
the United States

Practical Wisdom

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The Paradox of Choice Why More Is Less, Revised Edition Harper Collins
In this book, José Luis Bermúdez addresses two fundamental problems in the philosophy and psychology of self-consciousness: (1) Can

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we provide a noncircular account of fully fledged self-conscious thought and language in terms of more fundamental capacities? (2) Can we explain how fully fledged self-conscious thought and language can

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arise in the normal course of human development?

Bermudez argues that a paradox (the paradox of self-consciousness) arises from the apparent strict interdependence between self-conscious thought and

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linguistic self-reference. The paradox renders circular all theories that define self-consciousness in terms of linguistic mastery of the first-person pronoun. It seems to follow from the paradox of self-

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consciousness that no such account or explanation can be given. Drawing on recent work in empirical psychology and philosophy, the author argues that any explanation of fully fledged self-consciousness that answers

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these two questions requires attention to primitive forms of self-consciousness that are prelinguistic and preconceptual. Such primitive forms of self-consciousness are to be found in somatic

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proprioception, the structure of exteroceptive perception, and prelinguistic forms of social interaction. The author uses these primitive forms of self-consciousness to dissolve the paradox of

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self-consciousness and to show how the two questions can be given an affirmative answer.

This resource compliments the Psychology of Learning and Behavior textbook. The Test-item File is presented

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*in a printed format which is
included in the Instructor's
Manual.*

How Mathematicians Think