



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:

Lena Garcia:

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that? Have you in search of best book or suited book with you?

Dennis Sellers:

Typically the book *The Upside of Irrationality (Enhanced Edition): The Unexpected Benefits of Defying Logic at Work and at Home* will bring you to definitely the new experience of reading a book. The author style to elucidate the idea is very unique. Should you try to find new book you just read, this book very suited to you. The book *The Upside of Irrationality (Enhanced Edition): The Unexpected Benefits of Defying Logic at Work and at Home* is much recommended to you to learn. You can also get the e-book from your official web site, so you can quickly to read the book.

Audrey Mack:

The book with title *The Upside of Irrationality (Enhanced Edition): The Unexpected Benefits of Defying Logic at Work and at Home* possesses a lot of information that you can learn it. You can get a lot of gain after read this book. This kind of book exist new understanding the information that exist in this publication represented the condition of the world at this point. That is important to you to learn how the improvement of the world. That book will bring you within new era of the syndication. You can read the e-book in your smart phone, so you can read this anywhere you want.

John Smith:

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