

The Optimism Bias A Tour Of Irrationally Positive Brain Ebook Tali Sharot

NO.1 INTERNATIONAL BESTSELLER One of the most influential books of the 21st century *Fully revised and updated from cover to cover* Since the original publication of Nudge more than a decade ago, the word has entered the vocabulary of businesspeople, policy makers, engaged citizens and consumers everywhere. The book has given rise to hundreds of "nudge units" in governments around the world and countless groups of behavioural scientists in every part of the economy. It has taught us how to use thoughtful choice architecture to help us make better decisions for ourselves, our families, and our society. Now, Richard Thaler and Cass Sunstein have updated the book, making use of their experiences in and out of government over the past dozen years as well as an explosion of new research. This final edition offers a wealth of new insights, for both its avowed fans and newcomers, about a wide range of issues that we face in our daily lives -- health, personal finance, climate change, and "sludge" (paperwork and other nuisances we don't want, and that keep us from getting what we do want) -- all while honouring one of the cardinal rules of nudging: make it fun!

An in-depth look at how to improve decisions on major projects at the concept stage, when there is scant information available. This book describes how to evaluate judgemental information. It looks at how scant information can actually be a strength, and can help establish a broad overall perspective.

Behind closed doors, the real games begin... Winning it big. That's the name of the game at Las Vegas's Liege Hotel and Casino, where the hottest fantasies hinge on a roll of the dice...and the tantalizing knowledge that anything could happen before sunrise. Cocktail waitress Carinna wants a man to tie her up, not tie her down. Little does she know that her most willing partner yet has something else planned for this fiery Latina bombshell. Dahlia is a burlesque dancer with a brain for business and a bod for sin. Her latest admirer may be a sweet-talking Casanova, but despite what he thinks she's not giving anything away free. Meanwhile, Amy has the perfect plan to rob the Liege Casino blind...until the intimidating owner catches her red-handed. Now she knows she's going to pay...with both pleasure and pain. Professional skill Cassidy is ready to experience a breathless rendezvous with her "friend with benefits." But when he proposes five delicious nights of sexy blackjack, the stakes have never been so high.

Winner of the British Psychological Society Book Award for Popular Psychology Psychologists have long been aware that most people tend to maintain an irrationally positive outlook on life. In fact, optimism may be crucial to our existence. Tali Sharot's original cognitive research demonstrates in surprising ways the biological basis for optimism. In this fascinating exploration, she takes an in-depth, clarifying look at how the brain generates hope and what happens when it fails; how the brains of optimists and pessimists differ; why we are terrible at predicting what will make us happy; how anticipation and dread affect us; and how our optimistic illusions affect our financial, professional, and emotional decisions. With its cutting-edge science and its wide-ranging and accessible narrative, The Optimism Bias provides us with startling new insight into how the workings of the brain create our hopes and dreams.

Discover powerful hidden social "levers" and networks within your company... then, use that knowledge to make slight "tweaks" that dramatically improve both business performance and employee fulfillment! In People Analytics, MIT Media Lab innovator Ben Waber shows how sensors and analytics can give you an unprecedented understanding of how your people work and collaborate, and actionable insights for building a more effective, productive, and positive organization. Through cutting-edge case studies, Waber shows how: Changing the way

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call center employees spent their breaks increased performance by 25% while significantly reducing stress Quantifying the failure of marketing and customer service to communicate led to a more cohesive and profitable organization Tweaking the balance of in-person and electronic communication can enhance the value of both Sensor data can help you discover who your internal experts really are Identifying employees involved in "creative" behaviors can help you promote innovation throughout your business Sensors and simulations can help you optimize your sick-day policies Measuring informal interactions can improve the chances that a merger, acquisition, or "mega-project" will succeed Drawing on his cutting-edge work at MIT and Harvard, Waber addresses crucial issues ranging from technology to privacy, revealing what will be possible in a few years, and what you can achieve right now. In bringing the power of analytics to organizational development, he offers immense new opportunities to everyone with responsibility for workplace performance.

A fascinating look at the treatment of depression, blending journalism, science, history, and memoir, by an award-winning science writer. What is depression? Is it a persistent low mood or a complex range of symptoms? Is it a single diagnosis or a diversity of mental disorders requiring different treatments? In *A Cure for Darkness*, science writer Alex Riley explores these questions, digging into the long history of depression and chronicling the lives of psychiatrists and scientists who sought cures for their patients. Since 2015, Riley has received both cognitive behavioral therapy and antidepressants for his own depression. Throughout his treatment, he wondered--are antidepressants effective? Do short-term talking therapies actually work? And what treatments are on the horizon for those who don't respond to these first-line treatments? Expanding from his own experience, he tracks treatments through history, from the "talking cure" to electroconvulsive therapy to magic mushrooms. With depression fast becoming the leading burden of disease around the world, the future of mental healthcare depends not just on the development of new therapies, but on increasing access for people who are currently without. Reporting on the field of global mental health from its colonial past to the present day, Riley highlights a range of scalable therapies, including how a group of grandmothers stands on the frontline of a mental health revolution. Weaving in personal and family history, *A Cure for Darkness* is a gripping narrative journey and a surprisingly hopeful work that delves deep into the science of mental health.

Sultana's Dream is a classic work of Bengali science fiction and one of the first examples of feminist science fiction. This short story was written in 1905 by Rokeya Sakhawat Hussain, a Muslim feminist, writer and social reformer who lived in British India, in what is now Bangladesh. The word sultana here means a female sultan, a Muslim ruler.

The "New York Times"-bestselling author of "Genome" and "The Red Queen" offers a provocative case for an economics of hope, arguing that the benefits of commerce, technology, innovation, and change--cultural evolution--will inevitably increase human prosperity.

Recover wasted time and start living your fullest life Most of us wouldn't dare give away our money, but when it comes to time, we let it go without a second thought. Business and creative professionals often dedicate long hours to their work, with little to show for it. We take on more than we should, we treat everything as urgent, and we attend pointless meetings. This book can help you see where you might be sabotaging your own goals. *Time Rich* helps you identify where you're losing personal time and mismanaging career time. Through practical productivity tools and techniques, author and entrepreneur Steve Glaveski will show you how to be more productive at work, have more time to pursue your personal and life goals, and build a culture that supports achieving objectives without risking burnout. Learn how to:

- Identify how you are wasting time
- Manage your attention, get into the zone and stay there longer
- Prioritise, automate and outsource tasks
- Optimise your mind and body

Time Rich is a blueprint

for recovering your work hours, achieving more and spending time where it matters most. 'Steve Glaveski understands something that few leaders have figured out: it's possible to do less and get more done. This book offers a blueprint for working smarter.' Adam Grant, New York Times best-selling author of *Originals* and *Give and Take*, and host of the chart-topping TED podcast *WorkLife* 'Time isn't money; it's something of far more value. Glaveski makes the case that we ought to be protecting our time much more than we protect other resources. And best of all, he shows you how.' David Burkus, author of *Under New Management* 'Steve Glaveski offers countless ways to get more out of each day by being Time Rich.' Nir Eyal, best-selling author of *Hooked* and *Indistractable* 'Time Rich by Steve Glaveski makes a compelling argument for abandoning the archaic historical artefact of an 8 hour work-day (or any other arbitrary sum of time) as outmoded and irrelevant to the way we live and do our best work today. Glaveski offers both big ideas and specific techniques to contain or eliminate such time-snatching demons as meetings, email and social media. Reclaim the value of your time by forsaking the management of it and learning instead to manage energy, efficiency and attention — inputs with far greater impact on output and outcomes, not to mention quality of life.' Whitney Johnson, award-winning author of *Disrupt Yourself* and *Build an A-Team* 'Time Rich is a fascinating look into why we're all so 'busy' — and how to gain back our most precious resource. Whether you're a beginner or a seasoned productivity geek, this book will change your life.' Jonathan Levi, author, podcaster, and founder of SuperHuman Academy 'A very worthwhile read for ambitious professionals to achieve that elusive work-life holy grail: being present and engaged at home without sacrificing anything on the work front — and even, perhaps, becoming more productive than you ever thought you could be.' Andy Molinsky, award-winning author of *Global Dexterity* and *Reach*

Collapsing stock markets, melting ice caps, floods, tornadoes, terrorism . . .When it comes to bad news, we've never had it so good. Perhaps it is time to be a little more optimistic? That's what Laurence Shorter decided. And that's why he set himself the challenge of meeting the world's most cheerful people. Surely with the help of Desmond Tutu, Richard Branson and Bill Clinton, Laurence can find the secret to inner happiness. But first things first - how on Earth is he going to get to meet them?

Projects and programmes should achieve a return on the investment made by the owner or sponsor. This return is now thought of as the benefits that accrue from the investment: some financial, others perhaps harder to define, but nonetheless just as important in justifying the investment. Making sure that they are realised, and that unanticipated benefits are maximised, is as important as the initial justification, and without that many projects have earned a bad name for project management. This publication provides comprehensive guidance on how to manage delivery of the benefits used to justify investment in change. It provides guidance for all involved in successful change delivery from senior responsible owners and directors through to portfolio, programme and project managers. The guidance is the source material for an accredited qualification from APMG-International

Investigates the bias toward optimism that exists in the human brain and its biological basis, drawing on findings in cognitive science to examine such topics as how the brain generates hope and how the brains of optimists and pessimists differ.

Your business reputation can take years to build—and mere minutes to destroy The range of business threats is evolving rapidly

but your organization can thrive and gain a competitive advantage with your business vision for enterprise risk management. Trends affecting markets—events in the global financial markets, changing technologies, environmental priorities, dependency on intellectual property—all underline how important it is to keep up to speed on the latest financial risk management practices and procedures. This popular book on enterprise risk management has been expanded and updated to include new themes and current trends for today's risk practitioner. It features up-to-date materials on new threats, lessons from the recent financial crisis, and how businesses need to protect themselves in terms of business interruption, security, project and reputational risk management. Project risk management is now a mature discipline with an international standard for its implementation. This book reinforces that project risk management needs to be systematic, but also that it must be embedded to become part of an organization's DNA. This book promotes techniques that will help you implement a methodical and broad approach to risk management. The author is a well-known expert and boasts a wealth of experience in project and enterprise risk management. Easy-to-navigate structure breaks down the risk management process into stages to aid implementation. Examines the external influences that bring sources of business risk that are beyond your control. Provides a handy chapter with tips for commissioning consultants for business risk management services. It is a business imperative to have a clear vision for risk management. Simple Tools and Techniques for Enterprise Risk Management, Second Edition shows you the way.

The Sunday Times bestseller 'A monumental, gripping book ... Outstanding' Sunday Times. Wherever there is human judgement, there is noise.

A thought-provoking, original appraisal of the meaning of religion by the host of public radio's *On Being* Krista Tippett, widely becoming known as the Bill Moyers of radio, is one of the country's most intelligent and insightful commentators on religion, ethics, and the human spirit. With this book, she draws on her own life story and her intimate conversations with both ordinary and famous figures, including Elie Wiesel, Karen Armstrong, and Thich Nhat Hanh, to explore complex subjects like science, love, virtue, and violence within the context of spirituality and everyday life. Her way of speaking about the mysteries of life—and of listening with care to those who endeavor to understand those mysteries—is nothing short of revolutionary.

Using examples from his long career, a legendary basketball coach outlines the benefits of negative thinking, which helps build a realistic strategy that takes all potential obstacles into account.

This classic study of law and social work in action is based on the most extensive investigation of child abuse and neglect ever carried out in Great Britain. The authors followed the course of numerous cases from the first detection of ill-treatment to the resolution (or otherwise) of the problem. Famous for coining the much-used (and often misunderstood or misused) phrase "the rule of optimism," this book is updated with an extensive Postscript from 1995 and a new, 2014 Preface that explains the uneven history of the optimism principle, in both the UK and US -- and in both social work practice and sociological scholarship.

This book, first published in 2002, compiles psychologists' best attempts to answer important questions about intuitive judgment.

Gender equality is a moral and a business imperative. But unconscious bias holds us back and de-biasing minds has proven to be difficult and expensive. Behavioral design offers a new solution. Iris Bohnet shows that by de-biasing organizations instead of individuals, we can make smart changes that have big impacts—often at low cost and high speed. Are you optimistic or pessimistic? Glass half-full or half-empty? Do you look on the bright side or turn towards the dark? These are easy questions for most of us to answer, because our personality types are hard-wired into our brains. As pioneering psychologist and neuroscientist Elaine Fox has discovered, our outlook on life reflects our primal inclination to seek pleasure or avoid danger—inclinations that, in many people, are healthily balanced. But when our 'fear brain' or 'pleasure brain' is too strong, the results can be disastrous, as those of us suffering from debilitating shyness, addiction, depression, or anxiety know all too well. Luckily, anyone suffering from these afflictions has reason to hope. Stunning breakthroughs in neuroscience show that our brains are more malleable than we ever imagined. In *Rainy Brain, Sunny Brain*, Fox describes a range of techniques—from traditional cognitive behavioural therapy to innovative cognitive bias retraining exercises—that can actually alter our brains' circuitry, strengthening specific thought processes by exercising the neural systems that control them. The implications are enormous: lifelong pessimists can train themselves to think positively and find happiness, while pleasure-seekers inclined toward risky or destructive behavior can take control of their lives. Drawing on her own cutting-edge research, Fox shows how we can retrain our brains to brighten our lives and learn to flourish. With keen insights into how genes, life experiences and cognitive processes interleave together to make us who we are, *Rainy Brain, Sunny Brain* revolutionises our basic concept of individuality. We learn that we can influence our own personalities, and that our lives are only as 'sunny' or as 'rainy' as we allow them to be.

This is a book to inspire and strengthen your optimism. Helen Clark, former New Zealand Prime Minister and Administrator of the United Nations Development Programme says, "Good things happen when good people get together in common cause. More than 200 people have shared their wisdom and insights in this book 'The Case for Optimism: The Optimists' Voices.' Their views are fresh and sparkle off the pages." In "The Case for Optimism: The Optimists' Voices", 200 leaders share new and inspiring quotes, comments and affirmations to bring optimism to life and help guide you to greater optimism. At its simplest, optimism is a general expectation that good things will happen. According to recent Harvard health research, optimism may help you live longer. Optimism may also help you function better as a leader. Most of us are sick of turning on the news or opening a newspaper and being assailed with stories of disaster, mayhem and 24/7 criticism of our leaders. Victor Peron has written the "The Case for Optimism: The Optimists' Voices"

to give voice to our yearning for a positive approach to leadership and life. Some quotes from the book: Steve Wozniak aka "The Woz", Co-founder, Apple Computer "H = S - F. Happiness = Smiles - Frowns. Find ways to smile and enjoy life, but don't frown. Don't argue. Don't let small things get to you. Just figure out the best path to move forward constructively. When you see pessimists, be glad that you are better with your optimism. Spread this thinking about optimism to young people. After about age 23 your personality is settled and you can't change it just with logical reasoning." Andrew Liveris, Chairman and CEO, The Dow Chemical Company: "In many cases, globalization and capitalism has been a force for good. At the same time, a substantial part of humanity has been left behind by growth that has been uneven and inequitable, creating a global environment marked by anger, violence, inequality, and divisiveness. Despite all of this, I remain as optimistic as ever. Today's world is abundant with opportunity to collaborate in new ways, creating positive change and solutions that protect the planet and provide hope to millions of people who feel that the world has forgotten them." Mick Farrell, CEO of Resmed: "Optimism is the triumph of hope over fear, of truth over deception, but it must be grounded in reality. Optimism without realism is just a dream; hope alone is not a strategy. Detailed planning of scenarios, laying out of plans towards an ambitious goal, and then inspiring a team to climb that hill together with passion and a mission greater than oneself - that combination is a sure path to success." Paul Polman, CEO of Unilever: "The future lies in the hands of the younger generation and that gives me huge cause for optimism. Wherever I go in the world, the young people I meet are engaged with the issues and challenges we face and focussed on finding solutions. Above all, they are driven by a deep sense of purpose. They may only represent 50% of today, but fortunately young people are 100% of tomorrow, and that is reason to celebrate". Chairman of the Royal Flying Doctor Service Denis Henry: "Optimism about the future and about the essential goodness in the majority of your community and workforce is the fuel for the certainty and commitment a leader needs." Professor Jane Burns: "People talk about tenacity and resilience and strength of character but it is optimism that drives behavior when on some days it would be easier to say "stop - I give up, it's too hard. Optimism is believing in the impossible and then taking the steps to make it possible." World Economic Forum's Bertrand Badr: "Leadership must appropriately combine a harsh sense of reality with a dose of contagious optimism. It is about looking forward past the obstacles. Yes we can!"

Selected as a best book of 2017 by Forbes, The Times, Huffington Post, Bloomberg, Greater Good Magazine, Stanford Business School and more. 'A timely, intriguing book' Adam Grant, New York Times bestselling author of Originals and Give and Take 'This profound book will change your life. An instant classic' Cass R. Sunstein, bestselling co-author of Nudge Part of our daily job as humans is to influence others; we teach our children, guide our patients, advise our clients, help our friends and inform our online followers. We do this because we each have unique experiences and knowledge

that others may not. But how good are we at this role? It turns out we systematically fall back on suboptimal habits when trying to change other's beliefs and behaviors. Many of these instincts-from trying to scare people into action, to insisting the other is wrong or attempting to exert control-are ineffective, because they are incompatible with how the mind operates.

"In the age of fake news, understanding who we trust and why is essential in explaining everything from leadership to power to our daily relationships." -Sinan Aral We live in a world where proven facts and verifiable data are freely and widely available. Why, then, are self-confident ignoramus so often believed over thoughtful experts? And why do seemingly irrelevant details such as a person's appearance or financial status influence whether or not we trust what they are saying, regardless of their wisdom or foolishness? Stephen Martin and Joseph Marks compellingly explain how in our uncertain and ambiguous world, the messenger is increasingly the message. We frequently fail, they argue, to separate the idea being communicated from the person conveying it, explaining why the status or connectedness of the messenger has become more important than the message itself. Messengers influence business, politics, local communities, and our broader society. And Martin and Marks reveal the forces behind the most infuriating phenomena of our modern era, such as belief in fake news and how presidents can hawk misinformation and flagrant lies yet remain. This new edition incorporates revised guidance from H.M Treasury which is designed to promote efficient policy development and resource allocation across government through the use of a thorough, long-term and analytically robust approach to the appraisal and evaluation of public service projects before significant funds are committed. It is the first edition to have been aided by a consultation process in order to ensure the guidance is clearer and more closely tailored to suit the needs of users.

In this work the author, a recipient of the Nobel Prize in Economic Sciences for his seminal work in psychology that challenged the rational model of judgment and decision making, has brought together his many years of research and thinking in one book. He explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. He exposes the extraordinary capabilities, and also the faults and biases, of fast thinking, and reveals the pervasive influence of intuitive impressions on our thoughts and behavior. He reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives, and how we can use different techniques to guard against the mental glitches that often get us into trouble. This author's work has transformed cognitive psychology and launched the new fields of behavioral economics and happiness studies. In this book, he takes us on a tour of the mind and explains the two systems that drive the way we think and the way we make

choices.

Cognitive Biases in Health and Psychiatric Disorders: Neurophysiological Foundations focuses on the neurophysiological basis of biases in attention, interpretation, expectancy and memory. Each chapter includes a review of each specific bias, including both positive and negative information in both healthy individuals and psychiatric populations. This book provides readers with major theories, methods used in investigating biases, brain regions associated with the related bias, and autonomic responses to specific biases. Its end goal is to provide a comprehensive overview of the neural, autonomic and cognitive mechanisms related to processing biases. Outlines neurophysiological research on diverse types of information processing bias, including attention bias, expectancy bias, interpretation bias, and memory bias. Discusses both normal and pathological forms of each cognitive biases. Provides specific examples on how to translate research on cognitive biases to clinical applications.

A major reform package was enacted in Thailand in 1997, coinciding with the promulgation of a new constitution. However, the country's financial problems helped create the conditions for the emergence of the Thai Rak Thai (Thais Love Thai, or TRT) Party under the leadership of Thaksin Shinawatra, a wealthy telecommunications magnate. Since winning a landslide election victory in 2001, Prime Minister Thaksin has exercised an extraordinary degree of personal dominance over the Thai political scene. This book examines the emergence of the TRT; Thaksin's background; his business activities, relationship with the military, use of rhetoric, and wider political economy networks; and the future of Thai politics.

In this lively and approachable volume based on his popular blog series, Martin Weller demonstrates a rich history of innovation and effective implementation of ed tech across higher education. From Bulletin Board Systems to blockchain, Weller follows the trajectory of education by focusing each chapter on a technology, theory, or concept that has influenced each year since 1994. Calling for both caution and enthusiasm, Weller advocates for a critical and research-based approach to new technologies, particularly in light of disinformation, the impact of social media on politics, and data surveillance trends. A concise and necessary retrospective, this book will be valuable to educators, ed tech practitioners, and higher education administrators, as well as students.

From the bestselling author of *Authentic Happiness* Known as the father of the science of positive psychology, Martin E.P. Seligman draws on more than twenty years of clinical research to demonstrate how optimism enhances the quality of life, and how anyone can learn to practice it. Offering many simple techniques, Dr. Seligman explains how to break an 'I give up' habit, develop a more constructive explanatory style for interpreting your behaviour, and experience the benefits of a more positive interior dialogue. These skills can help break up depression, boost your immune system,

better develop your potential, and make you happier. With generous additional advice on how to encourage optimistic behaviour at school, at work and in children, Learned Optimism is both profound and practical, making it highly valuable for every phase of life.

This volume elucidates some of the very concrete ways in which Americans misperceive the social world and how we are all subject to biases and illusions. As such, it challenges the assumption in much social science theorizing that people are rational actors by exploring how the machinations of cognition, the effect of our past experiences, the news, and social media feeds all factor into our opinion-making process. The chapters highlight common, and often incorrect, perceptions of population diversity, sexual behavior, the economy, health, and relationships. It shows how correcting these misperceptions of the social world can lead to real behavioral and attitudinal change.

ONE OF BARACK OBAMA'S FAVOURITE READS OF THE YEAR 'If I could get policymakers and citizens everywhere to read just one book this year, it would be Kim Stanley Robinson's *The Ministry for the Future*' Ezra Klein, Vox *The Ministry for the Future* is a masterpiece of the imagination, using fictional eyewitness accounts to tell the story of how climate change will affect us all. Its setting is not a desolate, postapocalyptic world, but a future that is almost upon us. Chosen by Barack Obama as one of his favorite books of the year, this extraordinary novel from visionary writer Kim Stanley Robinson will change the way you think about the climate crisis. 'A novel that presents a rousing vision of how we might unite to overcome the greatest challenge of our time' TED.com 'A breathtaking look at the challenges that face our planet in all their sprawling magnitude and also in their intimate, individual moments of humanity' Booklist (starred review) 'Gutsy, humane . . . a must-read for anyone worried about the future of the planet' Publishers Weekly (starred review) 'A sweeping epic about climate change and humanity's efforts to try and turn the tide before it's too late' Polygon (Best of the Year) 'Steely, visionary optimism' Guardian

'A practical map for a flourishing life' (Daniel Goleman, author of *Emotional Intelligence*) In this groundbreaking, heart-lifting and deeply useful book, Martin Seligman, internationally esteemed psychologist and the father of Positive Psychology, shows us that happiness can be learned and cultivated. Using many years of in-depth psychological research he lays out the 24 strengths and virtues unique to the human psyche and teaches you how to identify the ones you possess. By calling upon your signature strengths, you will not only develop natural buffers against misfortune and negative emotion, but also improve the world around you - at work, in love and in raising children - achieving new and sustainable contentment, joy and meaning.

"This book offers an introduction to critical thinking for sociologists. Critical thinking involves the evaluation of arguments. Because sociologists tend to use particular forms of argumentation, it is helpful to consider how such arguments might be evaluated. Taking these

matters into consideration can improve sociological arguments"--

Discover how to launch a profitable online course from scratch In *Million Dollar Micro Business: How To Turn Your Expertise Into A Digital Online Course*, entrepreneur and author Tina Tower delivers a new and smarter way to do business that avoids huge overheads and large capital investments. Fueled by recent innovations in technology and shifts in consumer behavior, the accomplished author shows you a new way to have a big impact with few resources. You'll learn how to create a digital course based on expertise you've gained through your life, business, academic work, and career. The book is a practical and tangible guide to getting started and offers a proven framework and case studies of people who have scaled courses into seven-figure ventures. This important book teaches you: How to turn your passion and expertise into profit, using what you know to create a global, online course Why bigger is not always better, and how less overhead and investment is often a good thing for a scalable business An alternative to the 9-5 hustle and grind of a traditional workplace Real-life case studies from people who have been on this journey before Perfect for entrepreneurs, seasoned professionals, educated experts, and anyone else interested in sharing their knowledge with the world around them, *Million Dollar Micro Business* is an indispensable guide to creating a lucrative online course from scratch.

Decisions: You make hundreds every day, but do you really know how they are made? When can you trust fast, intuitive judgment, and when is it biased? How can you transform your thinking to help avoid overconfidence and become a better decision maker? Thinking, Fast and Slow ...in 30 Minutes is the essential guide to quickly understanding the fundamental components of decision making outlined in Daniel Kahneman's bestselling book, *Thinking, Fast and Slow*. Understand the key ideas behind *Thinking, Fast and Slow* in a fraction of the time: Concise chapter-by-chapter synopses Essential insights and takeaways highlighted Illustrative case studies demonstrate Kahneman's groundbreaking research in behavioral economics In *Thinking, Fast and Slow*, Daniel Kahneman, best-selling author and recipient of the Nobel Prize in Economics, has compiled his many years of groundbreaking research to offer practical knowledge and insights into how people's minds make decisions. Challenging the standard model of judgment, Kahneman aims to enhance the everyday language about thinking to more accurately discuss, diagnose, and reduce poor judgment. Thought, Kahneman explains, has two distinct systems: the fast and intuitive System 1, and the slow and effortful System 2. Intuitive decision making is often effective, but in *Thinking, Fast and Slow* Kahneman highlights situations in which it is unreliable-when decisions require predicting the future and assessing risks. Presenting a framework for how these two systems impact the mind, *Thinking, Fast and Slow* reveals the far-reaching impact of cognitive biases-from creating public policy to playing the stock market to increasing personal happiness-and provides tools for applying behavioral economics toward better decision making. A 30 Minute Expert Summary of *Thinking, Fast and Slow* Designed for those whose desire to learn exceeds the time they have available, the *Thinking, Fast and Slow* expert summary helps readers quickly and easily become experts ...in 30 minutes. One of the most pressing questions in neuroscience, psychology and economics today is how does the brain generate preferences and make choices? With a unique interdisciplinary approach, this volume is among the first to explore the cognitive and neural mechanisms mediating the generation of the preferences that guide choice. From preferences determining mundane purchases, to social preferences influencing mating choice, through to moral decisions, the authors adopt diverse approaches to answer the question. Chapters explore the instability of preferences and the common neural processes that occur across preferences. Edited by one of the world's most renowned cognitive neuroscientists, each chapter is authored by an expert in the field, with a host of international contributors. Emphasis on common process underlying preference generation makes material applicable to a variety of disciplines - neuroscience, psychology, economics, law,

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philosophy, etc. Offers specific focus on how preferences are generated to guide decision making, carefully examining one aspect of the broad field of neuroeconomics and complementing existing volumes Features outstanding, international scholarship, with chapters written by an expert in the topic area

The ultimate guide for anyone wondering how President Joe Biden will respond to the COVID-19 pandemic—all his plans, goals, and executive orders in response to the coronavirus crisis. Shortly after being inaugurated as the 46th President of the United States, Joe Biden and his administration released this 200 page guide detailing his plans to respond to the coronavirus pandemic. The National Strategy for the COVID-19 Response and Pandemic Preparedness breaks down seven crucial goals of President Joe Biden's administration with regards to the coronavirus pandemic: 1. Restore trust with the American people. 2. Mount a safe, effective, and comprehensive vaccination campaign. 3. Mitigate spread through expanding masking, testing, data, treatments, health care workforce, and clear public health standards. 4. Immediately expand emergency relief and exercise the Defense Production Act. 5. Safely reopen schools, businesses, and travel while protecting workers. 6. Protect those most at risk and advance equity, including across racial, ethnic and rural/urban lines. 7. Restore U.S. leadership globally and build better preparedness for future threats. Each of these goals are explained and detailed in the book, with evidence about the current circumstances and how we got here, as well as plans and concrete steps to achieve each goal. Also included is the full text of the many Executive Orders that will be issued by President Biden to achieve each of these goals. The National Strategy for the COVID-19 Response and Pandemic Preparedness is required reading for anyone interested in or concerned about the COVID-19 pandemic and its effects on American society.

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