

## Why Do Smart People Make Such Stupid Mistakes A Practical Negotiation Guide To More Profitable Client Relationshipsfor Marketing And Communication Teams And Professional Service People

Are you paid what you deserve by your clients? Learn to negotiate with your clients more profitably. This book will save you a fortune and maybe even make you a fortune. Its practical approach means you can apply the proven strategies in your business today. You will discover: How to confidently hold your price, How to say 'no' to clients while improving your relationship, How to negotiate higher fees and prices, How to handle unrealistic timescales and budgets, How to respond to 'you've got the business if you drop your price' and How to prepare for meetings with Procurement. Why Do Smart People Make Such Stupid Mistakes? is a practical negotiation guide to more profitable client relationships for marketing and communication agencies, sales teams and professional service people.

Identifies seven "cognition traps" through which people are stymied by avoidable mind-sets that lead to poor decision making, in a guide that draws on examples from a wide variety of disciplines to explain how to learn from historical events to avoid self-sabotaging behavior. 40,000 first printing.

Functional stupidity can be catastrophic. It can cause organisational collapse, financial meltdown and technical disaster. And there are countless, more everyday examples of organisations accepting the dubious, the absurd and the downright idiotic, from unsustainable management fads to the cult of leadership or an over-reliance on brand and image. And yet a dose of stupidity can be useful and produce good, short-term results: it can nurture harmony, encourage people to get on with the job and drive success. This is the stupidity paradox. The Stupidity Paradox tackles head-on the pros and cons of functional stupidity. You'll discover what makes a workplace mindless, why being stupid might be a good thing in the short term but a disaster in the longer term, and how to make your workplace a little less stupid by challenging thoughtless conformity. It shows how harmony and action in the workplace can be balanced with a culture of questioning and challenge. The book is a wake-up call for smart organisations and smarter people. It encourages us to use our intelligence fully for the sake of personal satisfaction, organisational success and the flourishing of society as a whole.

Why Smart People Do Stupid Things addresses a question that’s frequently on our minds. When Bill Clinton’s affair with Monica Lewinsky was exposed many people were utterly astounded. How could he? Most of us were asking. Answers aren’t easy to come by because we have spent considerable time building on our strengths to the neglect of our dark side. We aren't only puzzled when we see friends, co-workers, or public leaders engage in stupid, unseemly, unexplainable acts, we are personally threatened by it. If them, why not still others or perhaps ourselves. This book looks at numerous examples of apparently unexplainable stupidities with particular focus upon Richard Nixon and Bill Clinton. Every mindless act doesn’t turn out wrong. There are occasions when the outcome greatly benefits us. On the other hand, there are many times when the result goes against us to our disadvantage if not to the point of tragedy. Why? This book addresses the complex issues involved in making rational decisions, including excusable error. Analyses are offered in a readily understandable style. Potential solutions are described. The topic is of vital interest to us individually as well as to the nation.

A Portrait of High-IQ Offenders

Blunder

Blind Spots

Why Smart People Do Stupid Things

Criminal Genius

The Intelligence Trap

"As a rule, I have found that the greater brain a man has, and the better he is educated, the easier it has been to mystify him" (Harry Houdini to Arthur Conan Doyle). Smart people are not only just as prone to making mistakes as everyone else-- they may be even more susceptible to them. This is the "intelligence trap," the subject of David Robson's fascinating and provocative book.The Intelligence Trap explores cutting-edge ideas in our understanding of intelligence and expertise, including "strategic ignorance," "meta- forgetfulness," and "functional stupidity." Robson reveals the surprising ways that even the brightest minds and most talented organizations can go wrong--from some of Thomas Edison's worst ideas to failures at NASA, Nokia, and the FBI. And he offers practical advice to avoid mistakes based on the timeless lessons of Benjamin Franklin, Richard Feynman, and Daniel Kahneman.

Major New York Times bestseller Winner of the National Academy of Sciences Best Book Award in 2012 Selected by the New York Times Book Review as one of the ten best books of 2011 A Globe and Mail Best Books of the Year 2011 Title One of The Economist's 2011 Books of the Year One of The Wall Street Journal's Best Nonfiction Books of the Year 2011 2013 Presidential Medal of Freedom Recipient Kahneman's work with Amos Tversky is the subject of Michael Lewis's The Undoing Project: A Friendship That Changed Our Minds In the international bestseller, Thinking, Fast and Slow, Daniel Kahneman, the renowned psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and 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. The impact of overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the profound effect of cognitive biases on everything from playing the stock market to planning our next vacation—each of these can be understood only by knowing how the two systems shape our judgments and decisions. Engaging the reader in a lively conversation about how we think, Kahneman 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. Winner of the National Academy of Sciences Best Book Award and the Los Angeles Times Book Prize and selected by The New York Times Book Review as one of the ten best books of 2011, Thinking, Fast and Slow is destined to be a classic.

Once upon a time, you probably learned the thrill of a good day's work and were inspired to work harder and accomplish more. Then the honeymoon ended, burnout set in, and you began going through the motions uninspired. Wouldn't you love to feel as engaged and energized as you were on day one? You can! The key is to quit waiting for it to happen and take control of the process yourself.In Find the Fire, discover how you can shake off the malaise and dial up the motivation. Whether you're wrestling with fear, disconnectedness, boredom, lack of creative outlets, overwhelm, or other issues, you will find applicable insights, exercises, inspiring stories, checklists, and more as you learn about the nine forces that drain inspiration. Learn how to reconnect with your coworkers and managers, how to boost your self-confidence and personal presence, and how to stay in control during tough times. Discover how to empower yourself, not waiting for others to fill that need, and how you can still produce work you're proud of, even after many years of performing the same tasks. You've probably been asking yourself lately what inspires you now. But the more applicable question is, how did you lose the inspiration you once had in the first place? Learn to find that again.

Why do smart and experienced leaders make flawed, even catastrophic, decisions? Why do people keep believing they have made the right choice, even with the disastrous result staring them in the face? And how can you be sure you're making the right decision--without the benefit of hindsight? Sydney Finkelstein, Jo Whitehead, and Andrew Campbell show how the usually beneficial processes of the human mind can become traps when we face big decisions. The authors show how the shortcuts our brains have learned to take over millennia of evolution can derail our decision making. Think Again offers a powerful model for making better decisions, describing the key red flags to watch for and detailing the decision-making safeguards we need. Using examples from business, politics, and history, Think Again deconstructs bad decisions, as they unfolded in real time, to show how you can avoid the same fate.

Personal Development for Smart People

The Seven Dumbest Relationship Mistakes Smart People Make

Simple and Sure Techniques for Gaining Greater Control of Your Life

A Guide for the Bright, the Sensitive, and the Creative

Lessons from the New Science of Behavioral Economics

The Power and Pitfalls of Functional Stupidity at Work

Why Smart People Make Dumb Choices

*Why do investors constantly chase returns? Why do they buy mediocre investments that underperform the indexes? Why do they leave their money in investments that lose money yet are unwilling to sell until they increase in value? If you can understand your own behavior with money, you will become a much better investor and earn returns that will last your whole life. Now Kerry Johnson explains why investors (possibly your clients) make such poor decisions with their money. You will learn:*
•*How overconfidence bias creates poor investment decisions.*
•*How the endowment effect stops you from selling bad investments.*
•*How sunk cost fallacy causes you to own investments until they are worthless.*
•*How status quo bias makes change more difficult.*
•*How framing and anchoring motivates you to spend more.*
•*The seven steps in picking an outstanding financial advisor.*
•*The five critical concepts in creating a successful portfolio.*
Kerry L. Johnson, MBA, Ph.D. , *America's Business Psychologist, is a bestselling author and internationally sought after speaker with an upbeat, entertaining style, much like his writing. He travels 8,000 miles each week speaking around the world, and also heads a personal coaching company, Peak Performance Coaching. An eye-opening examination of the stupid things smart people do—and how to cultivate skills to protect ourselves from error. Smart people are not only just as prone to making mistakes as everyone else, they may be even more susceptible to them. This is the "intelligence trap," the subject of David Robson's fascinating and provocative book. The Intelligence Trap explores cutting-edge ideas in our understanding of intelligence and expertise, including "strategic ignorance," "meta-forgetfulness," and "functional stupidity." Robson reveals the surprising ways that even the brightest minds and most talented organizations can go wrong—from some of Thomas Edison's worst ideas to failures at NASA, Nokia, and the FBI. And he offers practical advice to avoid mistakes based on the timeless lessons of Benjamin Franklin, Richard Feynman, and Daniel Kahneman.*

*Protect and grow your finances with help from this definitive and practical guide to behavioral economics—revised and updated to reflect new economic realities. In their fascinating investigation of the ways we handle money, Gary Belsky and Thomas Gilovich reveal the psychological forces—the patterns of thinking and decision making—behind seemingly irrational behavior. They explain why so many otherwise savvy people make foolish financial choices: why investors are too quick to sell winning stocks and too slow to sell losing shares, why home sellers leave money on the table and home buyers don't get the biggest bang for their buck, why borrowers pay too much credit card interest and savers can't sock away as much as they'd like, and why so many of us can't control our spending. Focusing on the decisions we make every day, Belsky and Gilovich provide invaluable guidance for avoiding the financial faux pas that can cost thousands of dollars each year. Filled with fresh insight; practical advice; and lively, illustrative anecdotes, this book gives you the tools you need to harness the powerful science of behavioral economics in any financial environment.*

*The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada*

Why Smart People Can Be So Stupid

Give Yourself a Nudge

The Conscious Pursuit of Personal Growth

The Entrepreneur Equation

Why Good Leaders Make Bad Decisions and How to Keep it From Happening to You

Why Smart People Do Stupid Things with Money

The Psychology of Stupidity

Being on a diet is a miserable experience for most people, and it rarely leads to the desired goal of shedding fat. In fact, studies show that dieters often gain weight rather than lose it, because the intensity, restrictions, and short duration of most diets means they are ill - equipped to produce long - term effects. In Smart People Don't Diet, Dr Charlotte N. Markey presents a refreshingly different perspective, addressing the underlying causes of weight gain and offering proven strategies for lasting weight management. This book will show you how to eat well, lose weight, and keep it off - without dieting. The gimmicks don't work, but Dr Markey's reasonable, accessible advice will help you get - and stay - healthy.

Explores problems confronting women in relationships and offers suggestions for building healthier connections

“A serious attempt to understand a common phenomenon” from the author of The Nature of Human Intelligence (Psychology Today). One need not look far to find breathtaking acts of stupidity committed by people who are smart, or even brilliant. The behavior of clever individuals—from presidents to prosecutors to professors—is at times so amazingly stupid as to seem inexplicable. Why do otherwise intelligent people think and behave in ways so stupid that they sometimes destroy their livelihoods or even their lives? This is an investigation of psychological research to see what it can tell us about stupidity in everyday life. The contributors to the volume—scholars in various areas of human intelligence—present examples of people messing up their lives, and offer insights into the reasons for such behavior. From a variety of perspectives, the contributors discuss: The nature and theory of stupidity How stupidity contributes to stupid behavior Whether stupidity is measurable. While many millions of dollars are spent each year on intelligence research and testing to determine who has the ability to succeed, next to nothing is spent to determine who will make use of their intelligence and not squander it by behaving stupidly. The contributors focus on the neglected side of this discussion, reviewing the full range of theory and research on stupid behavior and analyzing what it tells us about how people can avoid stupidity and its devastating consequences. “Marvelous, devilishly clever, and culturally timely book . . . A fascinating exploration.” —Choice “Easily readable and well referenced . . . May provide just enough momentum for change.” —International Journal of Intelligence

Bert Whitehead, named one of the "Best 60 Financial Advisors in America" by Worth magazine, has a unique "behavioral finance" approach that goes beyond mere number crunching to help people understand and overcome the complex psychological baggage they bring to their financial decisions. Tested and confirmed by hundreds of Bert's clients--including celebrities such as Andrew Weil, MD, who wrote the foreword for the book--this system shows readers how to identify areas of financial dysfunction, and offers specific strategies designed to help different personality types achieve financial freedom by working with their own natural inclinations.

Why Smart People Hurt

What Intelligence Tests Miss

The Rationality Quotient

Think Again

Smart People Don't Diet

A Sense of the Enemy

How to Lead Smart People

Why Smart People Make Big Money Mistakes and How to Correct ThemLessons from the Life-Changing Science of Behavioral EconomicsSimon and Schuster

How to assess critical aspects of cognitive functioning that are not measured by IQ tests: rational thinking skills. Why are we surprised when smart people act foolishly? Smart people do foolish things all the time. Misjudgments and bad decisions by highly educated bankers and money managers, for example, brought us the financial crisis of 2008. Smart people do foolish things because intelligence is not the same as the capacity for rational thinking. The Rationality Quotient explains that these two traits, often (and incorrectly) thought of as one, refer to different cognitive functions. The standard IQ test, the authors argue, doesn't measure any of the broad components of rationality—adaptive responding, good judgment, and good decision making. The authors show that rational thinking, like intelligence, is a measurable cognitive competence. Drawing on theoretical work and empirical research from the last two decades, they present the first prototype for an assessment of rational thinking analogous to the IQ test: the CART (Comprehensive Assessment of Rational Thinking). The authors describe the theoretical underpinnings of the CART, distinguishing the algorithmic mind from the reflective mind. They discuss the logic of the tasks used to measure cognitive biases, and they develop a unique typology of thinking errors. The Rationality Quotient explains the components of rational thought assessed by the CART, including probabilistic and scientific reasoning; the avoidance of “ miserly ” information processing; and the knowledge structures needed for rational thinking. Finally, the authors discuss studies of the CART and the social and practical implications of such a test. An appendix offers sample items from the test.

Despite promises of "fast and easy" results from slick marketers, real personal growth is neither fast nor easy. The truth is that hard work, courage, and self-discipline are required to achieve meaningful results—results that are not attained by those who cling to the fantasy of achievement without effort. Personal Development for Smart People reveals the unvarnished truth about what it takes to consciously grow as a human being. As you read, you ' ll learn the seven universal principles behind all successful growth efforts (truth, love, power, oneness, authority, courage, and intelligence); as well as practical, insightful methods for improving your health, relationships, career, finances, and more. You ' ll see how to become the conscious creator of your life instead of feeling hopelessly adrift, enjoy a fulfilling career that honors your unique self-expression, attract empowering relationships with loving, compatible partners, wake up early feeling motivated, energized, and enthusiastic, achieve inspiring goals with disciplined daily habits and much more! With its refreshingly honest yet highly motivating style, this fascinating book will help you courageously explore, creatively express, and consciously embrace your extraordinary human journey.

For anyone whose best-laid plans have been foiled by faulty thinking, Blunder reveals how understanding seven simple traps-Exposure Anxiety, Causefusion, Flat View, Cure-Allism, Infomania, Mirror Imaging, Static Cling-can make us all less apt to err in our daily lives.

Quacks, Hacks, and Big Pharma Flacks

IQ and the Wealth of Nations

Lessons from the Life-Changing Science of Behavioral Economics

Thirteen Ways to Right Your Financial Wrongs

Overcoming Financial Dysfunction

Why Smart People Make Bad Decisions

How to Restore Our Culture of Achievement, Build a Path for Entrepreneurs, and Create New Jobs in America

*A woman planning a dinner party calls a gourmet caterer and learns that Chateaubriand can be ordered. To which she responds, No, thanks. We're going to take care of the wine ourselves. The dead silence at the end of the phone is her first clue that something is amiss. A CEO attempts to put an end to complaints from employees about the demeaning behavior of certain managers by berating the managers before the staff-thus reinforcing the very behavior he's trying to correct.We often criticize such incidents with remarks like How dumb! or What was he thinking? But psychologist Madeleine L. Van Hecke argues that much of what we label stupidity can better be explained as blind spots. Just as the blind spot in the driver's side mirror can swallow up a passing car, patterns in the way we think can likewise become blind spots, sifting out information and observations that to other people seem obvious. Drawing on research in creativity, cognitive psychology, critical thinking, child development, education, and philosophy, Dr. Van Hecke shows how our assets as thinkers create the very blind spots that become our worst liabilities. She devotes a chapter to each of ten mental blind spots that afflict even the smartest people: not stopping to think, jumping to conclusions, my-side bias, getting trapped by categories, and much more. At the end of each chapter she offers tactics for overcoming that specific blind spot, so we can become more creative and competent thinkers.Full of funny, poignant stories about human foibles, Blind Spots offers many insights for improving our social and political lives while giving us fresh slants into the minds of people who are poles apart from ourselves.Madeleine L. Van Hecke, Ph.D. (Elmhurst, IL), is a licensed clinical psychologist; an adjunct faculty member at North Central College in Naperville, Illinois; and a lecturer and workshop leader for Open Arms Seminars. Visit Dr. Van Hecke and learn more about Blind Spots at: [www.overcomeblindspots.com](http://www.overcomeblindspots.com)*

*Have you ever wondered how one day the media can assert that alcohol is bad for us and the next unashamedly run a story touting the benefits of daily alcohol consumption? Or how a drug that is pulled off the market for causing heart attacks ever got approved in the first place? How can average readers, who aren't medical doctors or Ph.D.s in biochemistry, tell what they should be paying attention to and what's, well, just more bullshit? Ben Goldacre has made a point of exposing quack doctors and nutritionists, bogus credentialing programs, and biased scientific studies. He has also taken the media to task for its willingness to throw facts and proof out the window. But he's not here just to tell you what's wrong. Goldacre is here to teach you how to evaluate placebo effects, double-blind studies, and sample sizes, so that you can recognize bad science when you see it. You're about to feel a whole lot better.*

*The first book by the creator of COURSE@'s most popular online course in 2015, "A Life of Happiness and Fulfillment" Could the same traits that drive your career success also be keeping you from being happier? Fifteen years after getting his MBA, Raj Raghunathan spent some time with his old classmates. He noticed that though they'd all done well, there didn't appear to be much correlation between their academic success and career success. What Raj found even more curious was the even smaller correlation between career success and what he calls life success. The greater the career success, the more unhappy, out of shape, harried and distracted his friends were. If intelligence helps with decision-making, smart people should naturally make better life choices. So why are so many of the smartest, brightest, most successful people profoundly unhappy? Raj set out to find an answer to this problem, and extensively researched happiness not just of students and business people, but also stay-at-home-parents, lawyers, and artists, among others. If You're So Smart, Why Aren't You Happy? takes readers on a fun and meaningful tour of the best research available on how some of the very determinants of success may also come to deflate happiness.*

*Raghunathan explores the seven most common inclinations that successful people need to overcome, and the seven habits they should adopt instead. Among his surprising findings... ·The correlation between wealth and happiness is much smaller than you'd expect it to be ·Generosity is not only a key to happiness, but a determining factor of long term success ·Appreciating uncertainty, rather than seeking full control of outcomes, is necessary for happiness If You're So Smart, Why Aren't You Happy? will give you a powerful new perspective on your work, personal goals and relationships, whether you're already successful or just starting out.*

*Presents a step-by-step guide for increasing emotional intelligence through four core principles: self-awareness, self-management, social awareness, and relationship management.*

*The Basic Laws of Human Stupidity*

*Smart People Should Build Things*

*Leadership for Professionals*

*Evaluating the Realities, Risks, and Rewards of Having Your Own Business*

*If You're So Smart, Why Aren't You Happy?*

*The 10 Dumbest Mistakes Smart People Make and how to Avoid Them*

*Why Smart People Do Dumb Things*

**Lynn and Vanhanen argue that a significant part of the gap between rich and poor countries is due to differences in national intelligence (national IQs). Based on an extensive survey of national IQ tests, the results of their study challenge the previous theories of economic development and provide a new basis to evaluate the prospects of economic development throughout the world.**

**It's time to drop the rose-colored glasses and face the facts: most new businesses fail, with often devastating consequences for the would-be entrepreneur. The New York Times, Wall Street Journal, and USA TODAY bestseller The Entrepreneur Equation helps you do the math before you set down the entrepreneurial path so that you can answer more than just "Could I be an entrepreneur?" but rather "Should I be an entrepreneur?". By understanding what it takes to build a valuable business as well as how to assess the risks and rewards of business ownership based on your personal circumstances, you can learn how to stack the odds of success in your favor and ultimately decide if business ownership is the best possible path for you, now or ever. Through illustrative examples and personalized exercises, tell-it-like-it-is Carol Roth helps you create and evaluate your own personal Entrepreneur Equation as you: • Learn what it takes to be a successful entrepreneur in today's competitive environment. • Save money, time and effort by avoiding business ownership when the time isn't right for you. • Identify and evaluate the risks and rewards of a new business based on your goals and circumstances. • Evaluate whether your dreams are best served by a hobby, job or business. • Gain the tools that you need to maximize your business success. The Entrepreneur Equation is essential reading for the aspiring entrepreneur. Before you invest your life savings, invest in this book!**

**Describes the ten most common thought patterns that lead to misunderstanding**

**Critics of intelligence tests writers such as Robert Sternberg, Howard Gardner, and Daniel Goleman have argued in recent years that these tests neglect important qualities such as emotion, empathy, and interpersonal skills. However, such critiques imply that though intelligence tests may miss certain key noncognitive areas, they encompass most of what is important in the cognitive domain. In this book, Keith E. Stanovich challenges this widely held assumption.Stanovich shows that IQ tests (or their proxies, such as the SAT) are radically incomplete as measures of cognitive functioning. They fail to assess traits that most people associate with good thinking, skills such as judgment and decision making. Such cognitive skills are crucial to real-world behavior, affecting the way we plan, evaluate critical evidence, judge risks and probabilities, and make effective decisions. IQ tests fail to assess these skills of rational thought, even though they are measurable cognitive processes. Rational thought is just as important as intelligence, Stanovich argues, and it should be valued as highly as the abilities currently measured on intelligence tests.**

**Why Smart People Make Big Money Mistakes and How to Correct Them**

**The Dumb Things Smart People Do with Their Money**

**The Psychology of Rational Thought**

**Why Smart People Make Dumb Mistakes with Their Money**

**The Stupidity Paradox**

**Ignite Your Inspiration--and Make Work Exciting Again**

**Toward a Test of Rational Thinking**

Even people with great intelligence and great experience can fall victim to bad choices. The only way to avoid those bad choices is to understand the keys to making smart ones. Why Smart People Make Dumb Choices takes you on a journey with some of the Bible's smartest people—such as Abraham and Sarah, David, and Peter—who also made some not-so-smart decisions. By looking at the choices they made, readers will discover the keys to avoiding similar mistakes and will learn principles that will keep them on the road to good decision-making. Why Smart People Make Dumb Choices provides ten keys to making smart decisions, including establishing the right relationships gathering the right information setting the right priorities choosing the right pathway The principles of smart decision-making found in this book will be helpful to anyone confronted with important choices—from the housewife and mom trying to manage the challenges of her busy day to the college student choosing his or her friends to the leader trying to figure out the best direction for his organization.

**Harness the Psychology of Food for a Healthy Lifestyle** "...essential read for those of us trying to understand the mysteries behind the food choices and eating habits of today's consumer." Stephen M Ostroff, MD, former deputy commissioner, Foods and Veterinary Medicine, FDA Author and CEO Jack Bobo is a food psychology expert with over 20 years advising four U. S. Secretaries of State on food and agriculture. He's here to personally guide you on smarter food choices and improving your quality of life. Elusive healthy lifestyle. We have access to more nutrition facts and diet plans now than ever before. Consumers have never known more about nutrition and yet, have never been more overweight. For most Americans, maintaining a balanced diet is more difficult than doing their taxes. What are we doing wrong? Learn to eat better. Jack Bobo reveals how the psychology of food has been invisibly controlling us all along, in the grocery aisles, at restaurants, in front of the refrigerator, and in every other place we make crucial food choices. Behavioral science is changing the way we think about food and showing us how to develop healthy meal plans and deliver more balanced diets. Apply behavioral science to your diet plan. A balanced diet creates a healthy lifestyle routine and better quality of life. You can move beyond fad diets, pop science, and calls for ever greater willpower. Explore the deeper causes of hidden influences and mental shortcuts our minds use to process information and how they often prevent us from healthy eating habits. Why Smart People Make Bad Food Choices helps you: • Understand the psychology behind hidden influences • Make better decisions that lead toward a healthy diet • Fear less and enjoy more the food you eat • Become a positive force for the diets of those around you If you enjoyed books like Eat, Drink, and Be Healthy; SuperLife; How to Be a Conscious Eater; or How Not to Die; you'll love Why Smart People Make Bad Food Choices.

You're smart. So don't be dumb about money. Pinpoint your biggest money blind spots and take control of your finances with these tools from CBS News Business Analyst and host of the nationally syndicated radio show Jill on Money, Jill Schlesinger. "A must-read . . . This straightforward and pleasingly opinionated book may persuade more of us to think about financial planning."--Financial Times Hey you . . . you saw the title. You get the deal. You're smart. You've made a few dollars. You've done what the financial books and websites tell you to do. So why isn't it working? Maybe emotions and expectations are getting in the way of good sense--or you're paying attention to the wrong people. If you've started counting your lattes, for god's sake, just stop. Read this book instead. After decades of working as a Wall Street trader, investment adviser, and money expert for CBS News, Jill Schlesinger reveals thirteen costly mistakes you may be making right now with your money. Drawing on personal stories and a hefty dose of humor, Schlesinger argues that even the brightest people can behave like financial dumb-asses because of emotional blind spots. So if you've saved for college for your kids before saving for retirement, or you've avoided drafting a will, this is the book for you. By following Schlesinger's rules about retirement, college financing, insurance, real estate, and more, you can save money and avoid countless sleepless nights. It could be the smartest investment you make all year. Praise for The Dumb Things Smart People Do with Their Money "Common sense is not always common, especially when it comes to managing your money. Consider Jill Schlesinger's book your guide to all the things you should know about money but were never taught. After reading it, you'll be smarter, wiser, and maybe even wealthier."--Chris Guillebeau, author of Side Hustle and The \$100 Startup "A must-read, whether you're digging yourself out of a financial hole or stacking up savings for the future, The Dumb Things Smart People Do with Their Money is a personal finance gold mine loaded with smart financial nuggets delivered in Schlesinger's straight-talking, judgment-free style."--Beth Koblner, author of Make Your Kid a Money Genius (Even If You're Not) and Get a Financial Life

"A masterly book" —Nassim Nicholas Taleb, author of The Black Swan "A classic" —Simon Kuper, Financial Times An economist explains five laws that confirm our worst fears: stupid people can and do rule the world Throughout history, a powerful force has hindered the growth of human welfare and happiness. It is more powerful than the Mafia or the military. It has global catastrophic effects and can be found anywhere from the world's most powerful boardrooms to your local bar. It is human stupidity. Carlo M. Cipolla, noted professor of economic history at the UC Berkeley, created this vitally important book in order to detect and neutralize its threat. Both hilarious and dead serious, it will leave you better equipped to confront political realities, unreasonable colleagues, or your next dinner with your in-laws. The Laws: 1. Everyone underestimates the number of stupid individuals among us. 2. The probability that a certain person is stupid is independent of any other characteristic of that person. 3. A stupid person is a person who causes losses to another person while deriving no gain and even possibly incurring losses themselves. 4. Non-stupid people always underestimate the damaging power of stupid individuals. 5. A stupid person is the most dangerous type of person.

Helping Smart People Make Smarter Personal and Business Decisions

Why Smart People Make Dumb Mistakes

Find the Fire

The Intelligence Trap: Why Smart People Make Dumb Mistakes

Why Do Smart People Make Such Stupid Mistakes?

Why Smart People Make Bad Food Choices

The Invisible Influences that Guide Our Thinking

*"We need books like this one." --Stevie Pinker At last, stupidity explained! And by some of the world's smartest people, among them Daniel Kahneman, Dan Ariely, Alison Gopnik, Howard Gardner, Antonio Damasio, Aaron James, and Ryan Holiday. And so I proclaim, o idiots of every stripe and morons of all kinds, this is your moment of glory: this book speaks only to you. But you will not recognize yourselves... Stupidity is all around us, from the coworker who won't stop hitting "reply all" to the former high school classmate posting conspiracy theories on Facebook. But in order to vanquish it, we must first understand it. In The Psychology of Stupidity, some of the world's leading psychologists and thinkers--including a Nobel Prize winner and bestselling authors--will show you... why smart people sometimes believe in utter nonsense; how our lazy brains cause us to make the wrong decisions; why trying to debate fools is a trap; how media manipulation and Internet overstimulation make us dumber; why the stupidest people don't think they're stupid. The wisdom and wit of these experts are a balm for our aggrieved souls and a beacon of hope in a world of morons.*

*Enhancing your decision-making skills to make smarter decisions is the best way you can purposefully improve your life.*

*In many jobs people work their way up through a hierarchy, an experience that prepares them for managing a team. In some professions, such as law, finance, accountancy, academia, engineering, education and healthcare, individuals may find themselves managing a team of equals. This book uses 50 simple lessons to show the reader in concise, pithy prose how to manage a team of equals with intelligence and diplomacy. Each lesson features a short introduction and example from the authors' experience, showing you how skills can be acquired. These are then followed by 6-10 action points to implement immediately. Core leadership skills are reevaluated for the leader of a smart team. The book teaches you core skills such as decision making and delegating, but also soft skills such as delivering good and bad news to team members and how to realise more general aims such as building trust and growing your team. The authors also offer advice on how to look after yourself as a team leader, how to build resilience in tough situations, but also how to develop creativity and extend your skill base so that you are constantly learning.*

*"This study provides some of the first empirical information about the self-reported crimes of adults with genius-level IQ scores. The study combines quantitative data about 72 different offenses with qualitative data from 44 follow-up interviews to describe nine different types of offending: violent crime, property crime, sex crime, drug crime, white-collar crime, professional misconduct, vehicular crime, justice system crime, and miscellaneous crime"--Provided by publisher.*

*Emotional Intelligence 2.0*

*The Case for Capitalism*

*How Psychology, Common Sense, and the Latest Science Can Help You Lose Weight Permanently*

*Bad Science*

*Thinking, Fast and Slow*

*The High Stakes History of Reading Your Enemy's Mind*

*The Great Mental Models: General Thinking Concepts*

A bold explanation of how and why national leaders are able—or unable—to correctly analyze and predict the intentions of foreign rivals

Andrew Yang, the founder of Venture for America, offers a unique solution to our country's economic and social problems—our smart people should be building things. Smart People Should Build Things offers a stark picture of the current culture and a revolutionary model that will redirect a generation of ambitious young people to the critical job of innovating and building new businesses. As the Founder and CEO of Venture for America, Andrew Yang places top college graduates in start-ups for two years in emerging U.S. cities to generate job growth and train the next generation of entrepreneurs. He knows firsthand how our current view of education is broken. Many college graduates aspire to finance, consulting, law school, grad school, or medical school out of a vague desire for additional status and progress rather than from a genuine passion or fit. In Smart People Should Build Things, this self-described “recovering lawyer” and entrepreneur weaves together a compelling narrative of success stories (including his own), offering observations about the flow of talent in the United States and explanations of why current trends are leading to economic distress and cultural decline. He also presents recommendations for both policy makers and job seekers to make entrepreneurship more realistic and achievable.

Make the most of your creative and intellectual gifts by overcoming the unique challenges they bring with this guide by the author of Natural Psychology. Many smart and creative people experience unique challenges as a result of their valuable gifts. These can range from anxiety and over-thinking to mania, depression, and despair. In Why Smart People Hurt, creativity coach Dr. Eric Maisel pinpoints these often-devastating challenges and offers solutions based on the groundbreaking principles and practices of natural psychology. Are you still searching for meaning after all these years? Many smart people struggle with reaching for or maintaining success because, after all of the work they put into attaining it, it still seems meaningless. In Why Smart people Hurt, Dr. Maisel will teach you how to stop searching for meaning and create it for yourself. In Why Smart

People Hurt, you will find: · Evidence that you are not alone in your struggles · Strategies for coping with a brain that goes into overdrive at the drop of a hat · Questions that will help you create your own personal roadmap to a calm and meaningful life  
Looks at famous business blunders, including the new Coke and Ed Rollins' election claims, suggests common causes for such mistakes, and suggests ways to avoid them