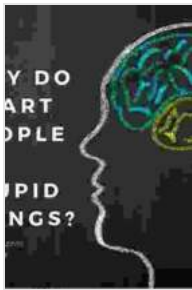


Everyday Survival: Why Smart People Do Stupid Things

We all make mistakes. But some mistakes are more costly than others. In *Everyday Survival*, psychologist and behavioral economist Dan Ariely explores the cognitive biases and emotional triggers that can lead even smart people to make irrational and counterintuitive decisions.



Everyday Survival: Why Smart People Do Stupid

Things by Laurence Gonzales

★★★★☆ 4.2 out of 5

Language : English
File size : 704 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 289 pages



Ariely draws on a wealth of research to show how our brains are wired to make mistakes. For example, we are more likely to believe information that confirms our existing beliefs, even when that information is false. We are also more likely to take risks when we are feeling optimistic, even when those risks are unwise.

These cognitive biases and emotional triggers can have a significant impact on our lives. They can lead us to make poor financial decisions, damage our relationships, and even put our health at risk.

The good news is that we can overcome these biases and make smarter choices. In *Everyday Survival*, Ariely provides practical strategies for doing just that. He shows us how to:

- Identify our cognitive biases
- Control our emotional triggers
- Make better decisions in the face of uncertainty

Everyday Survival is an essential read for anyone who wants to make smarter choices in life. It is a fascinating and informative book that will change the way you think about decision making.

Why Smart People Do Stupid Things

There are many reasons why even smart people make stupid things. Some of the most common include:

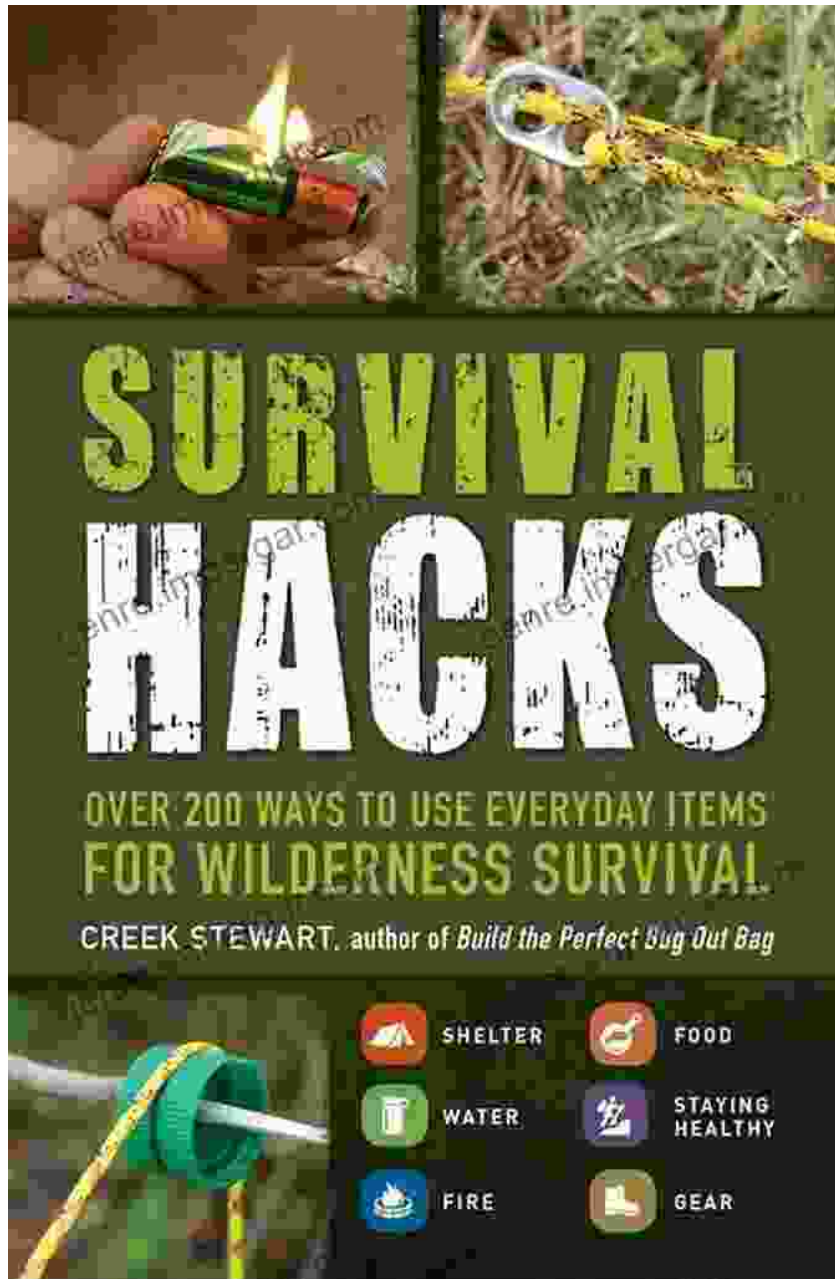
- **Cognitive biases:** These are mental shortcuts that our brains use to make decisions quickly and efficiently. However, these shortcuts can sometimes lead us to make mistakes.
- **Emotional triggers:** These are events or situations that can trigger strong emotions, such as fear, anger, or sadness. These emotions can cloud our judgment and lead us to make poor choices.
- **Lack of information:** Sometimes we make stupid things because we simply don't have all the information we need to make a good decision.
- **Time pressure:** When we are under pressure to make a decision, we are more likely to make mistakes.

How to Overcome Cognitive Biases and Emotional Triggers

There are a number of things we can do to overcome cognitive biases and emotional triggers and make smarter choices. Some of the most effective include:

- **Be aware of your cognitive biases:** The first step to overcoming cognitive biases is to be aware of them. Once you know what your biases are, you can start to take steps to avoid them.
- **Control your emotional triggers:** It is important to be aware of your emotional triggers and how they can affect your decision making. Once you know what your triggers are, you can start to develop strategies for managing them.
- **Get all the information you need:** Before making a decision, take the time to gather all the information you need. This will help you to make a more informed decision.
- **Don't make decisions under pressure:** If you are feeling pressured to make a decision, take some time to冷静下来 and think it through. This will help you to make a more rational decision.

Making smarter choices is not always easy, but it is possible. By understanding the cognitive biases and emotional triggers that can lead us astray, we can start to take steps to overcome them. Everyday Survival is an essential read for anyone who wants to make smarter



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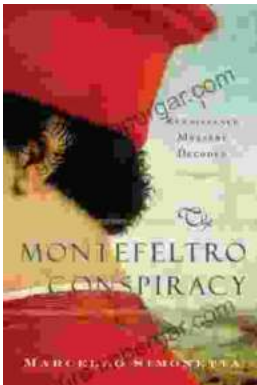
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