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take you around the
world in 18
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are surprising and
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revolution, and
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a constant, single,
true ...

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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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Sheena:

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Iyengar. ' We are all
but a product of our
choices ' , is
something that we
all have heard
sometime
somewhere. We
usually agree with

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it. But I am not sure
how well we
understand this.

Sheena Iyengar, an
expert on the
subject of
' Choices ' brings to
you the various
dimensions of
choices in our lives
in this book The Art
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Reviews

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Iyengar, 2011.

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Sheena Iyengar and
Mark Lepper,
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Sheena Iyengar

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say about who we
are : NPR
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customized
experiences and
products -- but
when faced with
700 options,
consumers freeze

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Sheena Iyengar
demonstrates how
businesses (and
others) can improve
the experience of
choosing.

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How to make
choosing easier |
TED Talk
Best-selling author

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of The Art of
Choosing, which
was named one of

the best business
books of 2010 by
the Financial Times.

Two-time TED
mainstage speaker .

In 2011, included as
part of the

“ Thinkers 50 ” – the
50 Best business
thinkers in the
world.

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Sheena Iyengar

“ The Art of

Choosing ” should

appeal to fans of

both writers. It ’ s

full of the

experimental

results that make

for good cocktail

party chatter, but it

offers fewer

explicit lessons.

Iyengar favors...

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Book Review - The
Art of Choosing -

By Sheena Iyengar

...

The Art of
Choosing We may
think we know our
own minds, but the
forces that
influence our
choices are many,
varied, and often
surprising. Most of

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those forces affect us without our knowledge, and they do not necessarily operate in our best interests. How can we minimize the influence of such powerful factors, including bias and culture?

Sheena Iyengar |

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Sheena Iyengar's
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Choosing, Iyengar
recounts her
studies and
observations with
an emphasis on
helping us to be
more thoughtful and
better-informed
when faced with
decisions.

Sometimes that 's
just a matter of
knowing you have
choices; at other

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Choosing, eliminating
multiple options is
the key to wise
decisions.

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