



## Decisive: How to Make Better Decisions

By Chip Heath, Dan Heath

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Decisive: How to Make Better Decisions, Chip Heath, Dan Heath, Just making a decision can be hard enough, but how do you begin to judge whether it's the right one? Chip and Dan Heath, authors of number 1 New York Times best-seller Switch, show you how to overcome your brain's natural shortcomings. In Decisive, Chip and Dan Heath draw on decades of psychological research to explain why we so often get it very badly wrong - why our supposedly rational brains are frequently tripped up by powerful biases and wishful thinking. At the same time they demonstrate how relatively easy it is to avoid the pitfalls and find the best answers, offering four simple principles that we can all learn and follow. In the process, they show why it is that experts frequently make mistakes. They demonstrate the perils of getting trapped in a narrow decision frame. And they explore people's tendency to be over-confident about how their choices will unfold. Drawing on case studies as diverse as the downfall of Kodak and the inspiring account of a cancer survivor, they offer both a fascinating tour through the workings of our minds and...



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