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Dollars and Sense-Dr. Dan Ariely 2017-11-07 Why is paying for things painful? Why are we comfortable overpaying for something in the present just because we've overpaid for it in the past? Why is it easy to pay \$4 for a soda on vacation, when we wouldn't spend more than \$1 on that same soda at our local grocery store? We think of money as numbers, values, and amounts, but when it comes down to it, when we actually use our money, we engage our hearts more than our heads. Emotions play a powerful role in shaping our financial behavior, often making us our own worst enemies as we try to save, access value, and spend responsibly. In Dollars and Sense, bestselling author and behavioral economist Dan Ariely teams up with financial comedian and writer Jeff Kreisler to challenge many of our most basic assumptions about the precarious relationship between our brains and our money. In doing so, they undermine many of personal finance's most sacred beliefs and explain how we can override some of our own instincts to make better financial choices. Exploring a wide range of everyday topics—from the lure of pain-free spending with credit cards to the pitfalls of household budgeting to the seductive power of holiday sales—Ariely and Kreisler demonstrate how our misplaced confidence in our spending habits frequently leads us astray, costing us more than we realize, whether it's the real value of the time we spend driving forty-five minutes to save \$10 or our inability to properly assess what the things we buy are actually worth. Together Ariely and Kreisler reveal the emotional forces working against us and how we can counteract them. Mixing case studies and anecdotes with concrete advice and lessons, they cut through the unconscious fears and desires driving our worst financial instincts and teach us how to improve our money habits. The result not only reveals the rationale behind our most head-scratching financial choices but also offers clear guidance for navigating the treacherous financial landscape of the brain. Fascinating, engaging, funny, and essential, Dollars and Sense provides the practical tools we need to understand and improve our financial choices, save and spend smarter, and ultimately live better.

Dollars and Sense-Dr. Dan Ariely 2018-11-06 Why is paying for things painful? Why are we comfortable overpaying for something in the present just because we've overpaid for it in the past? Why is it easy to pay \$4 for a soda on vacation, when we wouldn't spend more than \$1 on that same soda at our local grocery store? We think of money as numbers, values, and amounts, but when it comes down to it, when we actually use our money, we engage our hearts more than our heads. Emotions play a powerful role in shaping our financial behavior, often making us our own worst enemies as we try to save, access value, and spend responsibly. In Dollars and Sense, bestselling author and behavioral economist Dan Ariely teams up with financial comedian and writer Jeff Kreisler to challenge many of our most basic assumptions about the precarious relationship between our brains and our money. In doing so, they undermine many of personal finance's most sacred beliefs and explain how we can override some of our own instincts to make better financial choices. Exploring a wide range of everyday topics—from the lure of pain-free spending with credit cards to the pitfalls of household budgeting to the seductive power of holiday sales—Ariely and Kreisler demonstrate how our misplaced confidence in our spending habits frequently leads us astray, costing us more than we realize, whether it's the real value of the time we spend driving forty-five minutes to save \$10 or our inability to properly assess what the things we buy are actually worth. Together Ariely and Kreisler reveal the emotional forces working against us and how we can counteract them. Mixing case studies and anecdotes with concrete advice and lessons, they cut through the unconscious fears and desires driving our worst financial instincts and teach us how to improve our money habits. The result not only reveals the rationale behind our most head-scratching financial choices but also offers clear guidance for navigating the treacherous financial landscape of the brain. Fascinating, engaging, funny, and essential, Dollars and Sense provides the practical tools we need to understand and improve our financial choices, save and spend smarter, and ultimately live better.

Dollars and Sense-David Philipp Greene 2012 "Helps today's investors build financial success and peace of mind even when faced with irrational markets and emotional headwinds. Filled with personal stories from the life and career experiences of a professional financial advisor, Dollars and Sense describes ten fundamental principles to help investors build and preserve wealth. It offers a detailed and prudent approach to investment planning and financial management rooted in the emotional and financial realities of today." -- back cover.

Amazing Decisions-Dan Ariely 2019-07-23 Dan Ariely, the New York Times bestselling author of Predictably Irrational, and illustrator Matt R. Trower present a playful graphic novel guide to better decision-making, based on the author's groundbreaking research in behavioral economics, neuroscience, and psychology. The internationally renowned author Dan Ariely is known for his incisive investigations into the messy business of decision-making. Now, in Amazing Decisions, his unique perspective—informed by behavioral economics, neuroscience, and psychology—comes alive in the graphic form. The illustrator Matt R. Trower's playful and expressive artwork captures the lessons of Ariely's groundbreaking research as they explore the essential question: How can we make better decisions? Amazing Decisions follows the narrator, Adam, as he faces the daily barrage of choices and deliberations. He juggles two overlapping—and often contradictory—sets of norms: social norms and market norms. These norms inform our thinking in ways we often don't notice, just as Adam is shadowed by the "market fairy" and the "social fairy," each compelling him to act in certain ways. Good decision-making, Ariely argues, requires us to identify and evaluate the forces at play under different circumstances, leading to an optimal outcome. Amazing Decisions is a fascinating and entertaining guide to developing skills that will prove invaluable in personal and professional life.

Dollars and Sense-Tehilla Deutsch 2012-01-01

The Berenstain Bears' Dollars and Sense-Stan Berenstain 2001 Mama and Papa Bear try to teach Brother and Sister the value of money and how to manage their allowance.

Kathy Kristof's Complete Book of Dollars and Sense-Kathy Kristof 1997 An award-winning financial journalist offers a complete guide to personal finance, covering such important areas as budgeting, buying life insurance, setting up a retirement plan, saving for college expenses, and developing a lifetime financial program. Original.

Dollars & Sense-Elaine Scott 2016-08-02 We're in the money! Many things come with instructions. Unfortunately, money isn't one of them. Most people learn how to use it—or lose it—by trial and error. Dollars & Sense is a basic operating instruction manual for money that will teach readers about the history of money, the way our American economy works, and how to make important decisions about personal finance. From skulls, sheep, and shells as barter in ancient civilizations to credit, interest, and collateral of our modern day economics, money—and all its glorious uses and cantankerous troubles—is explained in this concise and entertaining volume. Learn about how to make money, how to budget your money, how the government manages (or mismanages!) money, and how to be rich without even trying. Money is sometimes your friend and sometimes your enemy, but in this day and age, we all have to learn to get along with it. An engaging and approachable guide for kids tackling how to responsibly manage their money. Included are sidebars, time lines, diagrams, a glossary, and further resources, as well as information on related topics such as the Great Recession and sequestration.

Get Rich Cheating-Jeff Kreisler 2009-05-26 In these difficult times, there's only one proven path to ridiculous amounts of money: Cheating. Everyone's doing it—from sleazy CEOs to 'roided-up home run kings, silicone-enhanced starlets, and backroom-dealing congressmen—so why not you? Get Rich Cheating is your definitive guide to the illegal, immoral, and fun, detailing the schemes that have proven time and time again to generate more cash than God, Google, and the Treasury combined. No one ever bought a fleet of Bentleys with hard work, perseverance, and honesty. Simply by purchasing this book, you've already done more than most "ethical" people dare. Open it, savor the moment, and inhale deeply in the musk of your impending wealth—it's time to Get Rich Cheating.

Literary Dollars and Social Sense-Ronald J. Zboray 2013-10-08 Prior to the Civil War, publishing in America underwent a transformation from a genteel artisan trade supported by civic patronage and religious groups to a thriving, cut-throat national industry propelled by profit. Literary Dollars and Social Sense represents an important chapter in the historical experience of print culture, it illuminates the phenomenon of amateur writing and delineates the access points

of the emerging mass market for print for distributors consumers and writers. It challenges the conventional assumptions that the literary public had little trouble embracing the new literary marketing that emerged at mid-century. The book uncover the tensions that author's faced between literature's role in the traditional moral economy and the lure of literary dollars for personal gain and fame. This book marks an important example in how scholars understand and conduct research in American literature.

Dollars & Sense-Janet Bush 2001 This invaluable resource is a self-study curriculum designed for small child care businesses. It offers over 50 best practices developed by industry innovators to raise the level of professionalism in this important industry. This invaluable resources covers the fundamentals of sound business practices specifically as they relate to the child care industry. Child care providers learn to design effective business policies, customize contracts, set prices, keep financial and legal records, and market their business. This comprehensive guide offers the child care provider everything they need to run a successful business, including reproducible forms, contracts, ledgers and income statements.

Payoff-Dan Ariely 2016-11-15 Bestselling author Dan Ariely reveals fascinating new insights into motivation—showing that the subject is far more complex than we ever imagined. Every day we work hard to motivate ourselves, the people we live with, the people who work for and do business with us. In this way, much of what we do can be defined as being “motivators.” From the boardroom to the living room, our role as motivators is complex, and the more we try to motivate partners and children, friends and coworkers, the clearer it becomes that the story of motivation is far more intricate and fascinating than we’ve assumed.

Payoff investigates the true nature of motivation, our partial blindness to the way it works, and how we can bridge this gap. With studies that range from Intel to a kindergarten classroom, Ariely digs deep to find the root of motivation—how it works and how we can use this knowledge to approach important choices in our own lives. Along the way, he explores intriguing questions such as: Can giving employees bonuses harm productivity? Why is trust so crucial for successful motivation? What are our misconceptions about how to value our work? How does your sense of your mortality impact your motivation?

Dollars and Sense for College Students, Or, How Not to Run Out of Money by Mid-terms-Ellen Braitman 1998 Advises college students on credit cards, bank accounts, budgets, housing, shopping, car payments, health insurance, and investments

Irrationally Yours-Dr. Dan Ariely 2015-05-19 Three-time New York Times bestselling author Dan Ariely teams up with legendary The New Yorker cartoonist William Haefeli to present an expanded, illustrated collection of his immensely popular Wall Street Journal advice column, “Ask Ariely”. Behavioral economist Dan Ariely revolutionized the way we think about ourselves, our minds, and our actions in his books Predictably Irrational, The Upside of Irrationality, and The Honest Truth about Dishonesty. Ariely applies this scientific analysis of the human condition in his “Ask Ariely” Q & A column in the Wall Street Journal, in which he responds to readers who write in with personal conundrums ranging from the serious to the curious: What can you do to stay calm when you’re playing the volatile stock market? What’s the best way to get someone to stop smoking? How can you maximize the return on your investment at an all-you-can-eat buffet? Is it possible to put a price on the human soul? Can you ever rationally justify spending thousands of dollars on a Rolex? In Ask Ariely, a broad variety of economic, ethical, and emotional dilemmas are explored and addressed through text and images. Using their trademark insight and wit, Ariely and Haefeli help us reflect on how we can reason our way through external and internal challenges. Readers will laugh, learn, and most importantly gain a new perspective on how to deal with the inevitable problems that plague our daily life.

America Beyond Capitalism-Gar Alperovitz 2011 America Beyond Capitalism is a book whose time has come. Gar Alperovitz's expert diagnosis of the long-term structural crisis of the American economic and political system is accompanied by detailed, practical answers to the problems we face as a society. Unlike many books that reserve a few pages of a concluding chapter to offer generalized, tentative solutions, Alperovitz marshals years of research into emerging "new economy" strategies to present a comprehensive picture of practical bottom-up efforts currently underway in thousands of communities across the United States. All democratize wealth and empower communities, not corporations: worker-ownership, cooperatives, community land trusts, social enterprises, along with many supporting municipal, state and longer term federal strategies as well. America Beyond Capitalism is a call to arms, an eminently practical roadmap for laying foundations to change a faltering system that increasingly fails to sustain the great American values of equality, liberty and meaningful democracy.

Dollars and Cents Make Sense-Shon Thomas 2017-09-26 This course will teach you the basics needed to make sure you have the financial intelligence to successfully manage you finances, regardless of the amount you make. You will learn how to create a budget and how to establish and properly manage credit, if you haven't already established any. This course will also teach you how to rebuild your credit if you have already made costly mistakes. This is need to know information that could change your life. This is an instruction manual for your finances and an insider's guide to credit. Knowing how to successfully manage your finances and learning how to establish credit and successfully manage it will open you up to opportunities that you wouldn't otherwise have. This is an investment in your future.

Earning Income-Bitsy Kemper 2015 Provides information on the various ways people can make money and discusses investing and income taxes.

Talking Dollars and Making Sense-Brooke M. Stephens 1997 Offers advice on money management that will help readers take control of their finances and plan more effectively for the future, in a guide that focuses on the African American experience

Local Dollars, Local Sense-Michael Shuman 2012 Describes the potential for local investment, how it impacts small businesses across America, and the federal regulations limiting such investment.

Smart Money Smart Kids-Dave Ramsey 2014-04-22 In Smart Money Smart Kids, Financial expert and best-selling author Dave Ramsey and his daughter Rachel Cruze equip parents to teach their children how to win with money. Starting with the basics like working, spending, saving, and giving, and moving into more challenging issues like avoiding debt for life, paying cash for college, and battling discontentment, Dave and Rachel present a no-nonsense, common-sense approach for changing your family tree.

Begging for Change-Robert Egger 2010-07-06 You are a good person. You are one of the 84 million Americans who volunteer with a charity. You are part of a national donor pool that contributes nearly \$200 billion to good causes every year. But you wonder: Why don't your efforts seem to make a difference? Fifteen years ago, Robert Egger asked himself this same question as he reluctantly climbed aboard a food service truck for a night of volunteering to help serve meals to the homeless. He wondered why there were still people waiting in line for soup in this day and age. Where were the drug counselors, the job trainers, and the support team to help these men and women get off the streets? Why were volunteers buying supplies from grocery stores when restaurants were throwing away unused fresh food every night? Why had politicians, citizens, and local businesses allowed charity to become an end in itself? Why wasn't there an efficient way to solve the problem? Robert knew there had to be a better way. In 1989, he started the D.C. Central Kitchen by collecting unused food from local restaurants, caterers, and hotels and bringing it back to a central location where hot, nutritious meals were prepared and distributed to agencies around the city. Since then, the D.C. Central Kitchen has been named one of President Bush Sr.'s Thousand Points of Light and has become one of the most respected and emulated nonprofit agencies in the world, producing and distributing more than 4,000 meals a day. Its highly successful 12-week job-training program equips former homeless transients and drug addicts with culinary and life skills to gain employment in the restaurant business. In Begging for Change, Robert Egger looks back on his experience and exposes the startling lack of logic, waste, and ineffectiveness he has encountered during his years in the nonprofit sector, and calls for reform of this \$800 billion industry from the inside out. In his entertaining and inimitable way, he weaves stories from his days in music, when he encountered legends such as Sarah Vaughan, Mel Torme, and Iggy Pop, together with stories from his experiences in the hunger movement -- and recently as volunteer interim director to help clean up the beleaguered United Way National Capital Area. He asks for nonprofits to be more innovative and results-driven, for corporate and nonprofit leaders to be more focused and responsible, and for citizens who contribute their time and money to be smarter and more demanding of nonprofits and what they provide in return. Robert's appeal to common sense will resonate with readers who are tired of hearing the same nonprofit fund-raising appeals and pity-based messages. Instead of asking the "who" and "what" of giving, he leads the way in asking the "how" and "why" in order to move beyond our 19th-century concept of charity, and usher in a 21st-century model of change and reform for nonprofits. Enlightening and provocative, engaging and moving, this book is essential reading for nonprofit managers, corporate leaders, and, most of all, any citizen who has ever cared enough to give of themselves to a worthy cause.

The Irrational Bundle-Dr. Dan Ariely 2013-03-12 Dan Ariely's three New York Times bestselling books on his groundbreaking behavioral economics research, Predictably Irrational, The Upside of Irrationality, and The (Honest) Truth About Dishonesty, are now available for the first time in a single volume.

In God We Trust, Dollar\$ & Sense: Debt Is NOT Your Destiny! Money Management Principles for Success!-Frank Reed 2009-04-01 There are many things that can hinder or devastate a person's dream. One of the most common but least talked about is debt! What does the Bible say about money? This brand-new book provides a concise, easy-to-read resource on the biblical teachings about money. Featuring several sections, each addressing a common question relating to the overall topic. Personal stories, categorized scriptures, and practical advice make the In God Wes Trust, Dollars & Sense perfect for personal and ministry use.

Billionaires & Ballot Bandits-Greg Palast 2012-09-25 A close presidential election in November could well come down to contested states or even districts--an election decided by vote theft? It could happen this year. Based on Greg Palast and Robert F. Kennedy, Jr.'s investigative reporting for Rolling Stone and BBC television, Billionaires & Ballot Bandits: How to Steal an Election in 9 Easy Steps might be the most important book published this year--one that could save the election. Billionaires & Ballot Bandits names the filthy-rich sugar-daddies who are super-funding the Super-PACs of both parties--billionaires with nicknames

like "The Ice Man," "The Vulture" and, of course, The Brothers Koch. Told with Palast's no-holds-barred, reporter-on-the-beat style, the facts as he lays them out are staggering. What emerges in Billionaires & Ballot Bandits is the never-before-told-story of the epic battle being fought behind the scenes between the old money banking sector that still supports Obama, and the new hedge fund billionaires like Paul Singer who not only support Romney but also are among his key economic advisors. Although it has not been reported, Obama has shown some backbone in standing up to the financial excesses of the men behind Romney. Billionaires & Ballot Bandits exposes the previously unreported details on how operatives plan to use the hundreds of millions in Super-PAC money pouring into this election. We know the money is pouring in, but Palast shows us the convoluted ways the money will be used to suppress your vote. The story of the billionaires and why they want to buy an election is matched with the nine ways they can steal the election. His story of the sophisticated new trickery will pick up on Palast's giant New York Times bestseller, The Best Democracy Money Can Buy.

Your Dollars, Our Sense-Karen Sarten 2018-01-20 This quick read is a go-to guide for decoding the essentials of life and money. The book makes sense of a variety of topics, including credit, saving priorities, investing, home ownership, insurance, children, estate planning and more. It provides readers with relatable and simple financial advice to help navigate various life stages and major life events in a fun, informative manner without the dryness often associated with the topic.

Understanding Credit-Carla Mooney 2017-08-01 It is easy to spend money when you have a credit card or a loan. But it is also easy to spend or borrow more than you can afford. How can you use credit responsibly? How can you avoid going into debt? Read this book to understand how credit works.

SUMMARY - Dollars and Sense: How We Misthink Money and How to Spend Smarter by Dr. Dan Ariely and Jeff Kreisler-Shortcut Edition 2020-12 * Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes.*By reading this summary, you'll learn why it's so difficult to control your purchases and how to overcome it.*You will also learn : that money is not only important, but also misused; that shopkeepers trick you into spending it; how to avoid the most common purchasing mistakes; how to spend better; how to plan financially for the long term.*Money is an ongoing concern. Yet no one ever learns how to use it wisely. Everyone thinks they can manage it effectively, when in reality it is exactly the opposite. For man is not a rational being: he makes mistakes, all the more so because he relies blindly on his judgment. No doubt you are not aware of your own mistakes: it is time to open your eyes and learn how to manage your finances.*Buy now the summary of this book for the modest price of a cup of coffee!

Making Sense of Incentives-Timothy J. Bartik 2019-10-15 Bartik provides a clear and concise overview of how state and local governments employ economic development incentives in order to lure companies to set up shop—and provide new jobs—in needy local labor markets. He shows that many such incentive offers are wasteful and he provides guidance, based on decades of research, on how to improve these programs.

Dollars and Sense Cookbook-Alison Holst 1999-01 Eat well without spending a fortune at the supermarket. Much more than just a collection of recipes, Alison Holst's Dollars and Sense Cookbook offers budget-minded families and individuals alike hundreds of good value ideas on how to stretch their precious food dollars. From sound budgeting advice, tips on bulk buying, good nutrition and how to practice conservation in the kitchen, New Zealand's most trusted cook goes on to include over 350 recipes that clearly demonstrate how easy it is to make delicious, attractively presented meals - every day of the year. With full-colour photographs and attractive illustrations throughout, this latest reprint of Dollars and Sense remains the essential kitchen tool for every cook who enjoys making more out of less.

Dollars and Sex-Marina Adshade 2013-03-19 Like Freakonomics, Dollars and Sex takes economics and converts it into a sexy science by applying the principles of supply and demand, and other market forces, to matters of love, courtship, sex, and marriage. As she does in her hugely popular blog, author Marina Adshade explores the marketplace for sex and love using research, economic analysis, and humor to reveal just how central the interplay of libido, gender, love, power, and economic forces is to the most important choices we make in our lives. Call it "Sexonomics."

Higher Education-Sandy Baum 2001 Examines the demographic and financial circumstances facing colleges and universities; introduces basic economic concepts related to institutional financing; and illustrates economic concepts and reasoning that provide new perspectives on issues such as tenure and compensation.

Dare to Dream and Work to Win-Tom Barrett 1998-01-01

Ask a Manager-Alison Green 2018-05-01 The ideal graduation gift for anyone about to enter the workforce, a witty, practical guide to 200 difficult professional conversations—featuring all-new advice from the creator of the popular website Ask a Manager and New York's work-advice columnist. There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Advance praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Clear and concise in its advice and expansive in its scope, Ask a Manager is the book I wish I'd had in my desk drawer when I was starting out (or even, let's be honest, fifteen years in)."—Sarah Knight, New York Times bestselling author of The Life-Changing Magic of Not Giving a F*ck Allowances, Dollars and Sense-Paul W. Lerman 2011

China-Thomas Orlik 2020-05-15 The Chinese economy appears destined for failure, the financial bubble forever in peril of popping, the real estate sector doomed to collapse, the factories fated for bankruptcy. Banks drowning in bad loans. An urban landscape littered with ghost towns of empty property. Industrial zones stalked by zombie firms. Trade tariffs blocking the path to global markets. And yet, against the odds and against expectations, growth continues, wealth rises, international influence expands. The coming collapse of China is always coming, never arriving. Thomas Orlik, a veteran of more than a decade in Beijing, turns the spotlight on China's fragile fundamentals, and resources for resilience. Drawing on discussions with Communist cadres, shadow bankers, and migrant workers, Orlik pieces together a unique perspective on China's past, present, and possible futures. From Deng Xiaoping's reform and opening to Donald Trump's trade war, Orlik traces the policy steps and missteps that have taken China to the brink of a "Lehman moment" credit crisis. Delving into the balance sheets for banks, corporates, and local governments, he plumbs the depths of financial risks. From Japan in 1989, to Korea in 1997, to the U.S. in 2007, he positions China in the context of a rolling series of global crisis. Mapping possible scenarios, Orlik games out what will happen if the bubble that never pops finally does. The magnitude of the shock to China and the world would be tremendous. For those in the West nervously watching China's rise as a geopolitical challenger, the alternative could be even less palatable.

The Honest Truth About Dishonesty-Dr. Dan Ariely 2013-06-18 The New York Times bestselling author of Predictably Irrational and The Upside of Irrationality returns with thought-provoking work to challenge our preconceptions about dishonesty and urge us to take an honest look at ourselves. Does the chance of getting caught affect how likely we are to cheat? How do companies pave the way for dishonesty? Does collaboration make us more honest or less so? Does religion improve our honesty? Most of us think of ourselves as honest, but, in fact, we all cheat. From Washington to Wall Street, the classroom to the workplace, unethical behavior is everywhere. None of us is immune, whether it's the white lie to head off trouble or padding our expense reports. In The (Honest) Truth About Dishonesty, award-winning, bestselling author Dan Ariely turns his unique insight and innovative research to the question of dishonesty. Generally, we assume that cheating, like most other decisions, is based on a rational cost-benefit analysis. But Ariely argues, and then demonstrates, that it's actually the irrational forces that we don't take into account that often determine whether we behave ethically or not. For every Enron or political bribe, there are countless puffed résumés, hidden commissions, and knockoff purses. In The (Honest) Truth About Dishonesty, Ariely shows why some things are easier to lie about; how getting caught matters less than we think; and how business practices pave the way for unethical behavior, both intentionally and unintentionally. Ariely explores how unethical behavior works in the personal, professional, and political worlds, and how it affects all of us, even as we think of ourselves as having high moral standards. But all is not lost. Ariely also identifies what keeps us honest, pointing the way for achieving higher ethics in our everyday lives. With compelling personal and academic findings, The (Honest) Truth About Dishonesty will change the way we see ourselves, our actions, and others.

The Upside of Irrationality-Dr. Dan Ariely 2010-06-01 "Dan Ariely is a genius at understanding human behavior: no economist does a better job of uncovering and explaining the hidden reasons for the weird ways we act." — James Surowiecki, author of The Wisdom of Crowds Behavioral economist and New York Times bestselling author of Predictably Irrational Dan Ariely returns to offer a much-needed take on the irrational decisions that influence our dating lives, our workplace experiences, and our temptation to cheat in any and all areas. Fans of Freakonomics, Survival of the Sickest, and Malcolm Gladwell's Blink and The Tipping Point will find many thought-provoking insights in The Upside of Irrationality.

Mastering Leadership Alignment-J.W. Ballard 2017-09-11 This book raises the bar on what it means to be a high performance enterprise, providing methods and tools to engage the senior leadership team in building and sustaining rock-solid alignment. It demonstrates how to generate whole-hearted unanimity on precisely what creates value in the enterprise, who creates it, and how the value created shows up in the financial statements. Simple, step-by-step procedures given bring about whole-hearted unanimity in the senior leadership's understanding of how the enterprise makes money. Where to focus energy (and where not to) is revealed. Readers are guided to apply "non-directive leadership skills" to co-creating maps and reports of their enterprises' value creating activities into a Management Operating System TM (MOS). Based on more than 30 years and over 50 hands-on projects using the work of legendary IBM Executive School leader, finance and values innovator, Lou Mobley, and Chuck Kremer, CPA, this book builds on Lou's original breakthrough works building IBM's executive leadership culture.

Contextual Pricing: The Death of List Price and the New Market Reality-Robert Docters 2011-10-19 A REVOLUTIONARY NEW PERSPECTIVE ON HOW PRICING REALLY WORKS "Contextual Pricing delivers a knock-out punch to complacent and low-return pricing approaches. . . . This book is full of intriguing, fresh insights which will expand your perspective on what is possible in maximizing revenue from your company's products and services." —Mark Greatrex, Chief Marketing Officer, Cox Communications, and former SVP, Global Still Beverages, The Coca Cola Company "To effectively price, managers must understand market context—the frame of reference for buyers. Context is far more important than the usual measures of price variation. I strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues." —Dave Calhoun, Chairman and CEO, Nielsen Company, and former Vice Chairman, General Electric Company About the Book: A few leading companies have jettisoned ideas about pricing that other companies believe are indispensable. The result has been superior performance against competitors who persist in a simplistic 1990s belief in "value." Contextual Pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels. Identical products can sell at radically different prices to the same target customer—if context is strategically managed. This fact is how Procter & Gamble, GE, Coca-Cola Company, Amazon, Google, Microsoft, and others make sure they get the best possible price. The use of context is changing the way companies price and sell in the new global economy. This readable and market-tested book describes the contextual pricing perspective, how it is being used in B2B and B2C markets, and how you can make the shift to contextual pricing in your own business. Whether you're a CEO, P&L manager marketing director, sales manager, or entrepreneur, Contextual Pricing shows you how to: Understand how your customer will make buying decisions and the role of pricing in those decisions Establish better, more intuitive prices using context Develop contextual pricing strategies that defeat competitor pricing—how contextual pricing can be the antidote to destructive price wars Harmonize your pricing with branding, product development and channel strategies Increase your profits with proven pricing tools, such as scientific bundling, tiering, branding, upsell "hooks" and more Through its illuminating case-by-case studies, Contextual Pricing delivers a wide range of pricing techniques and customer insights that you won't find anywhere else. You'll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces—and beat the competition through superior tactics, not through lower margins. When you know the secrets of Contextual Pricing, you can name your price, drive your sales, increase your profits, and own your success. Real world macro-Marc Breslow 1998

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