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Defying Logic is a book

published in 2010 by

behavioral economist

Dan Ariely. This is

Ariely's second published

book, after he authored

Predictably Irrational:

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Dan Ariely is the James
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About the Author Dan Ariely is the bestselling author of Predictably Irrational, The Upside of Irrationality , and The (Honest) Truth About Dishonesty .

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many kinks in the human brain that lead us to make weird, suboptimal decisions.

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and temptation to cheat
in any area of their lives
and explains how to
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students; but everyone interested in the irrational aspects of human behavior should read it.

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~~Dan Ariely | 12min Blog~~
From our office attitudes, to our romantic relationships, to our search for purpose in life,

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Ariely explains how to break through our negative patterns of thought and behavior to make better decisions.

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~~Dan Ariely - Wikipedia~~

“ 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
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Today's post is our first
visit to Dan Ariely's
second book - The
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Robert Siegel talks to
behavioral economist
Dan Ariely about his new

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to motivate people can be a double-edged sword. For tasks that require cognitive ability, low to moderate performance-based incentives can help.

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