

The Art of Thinking Clearly

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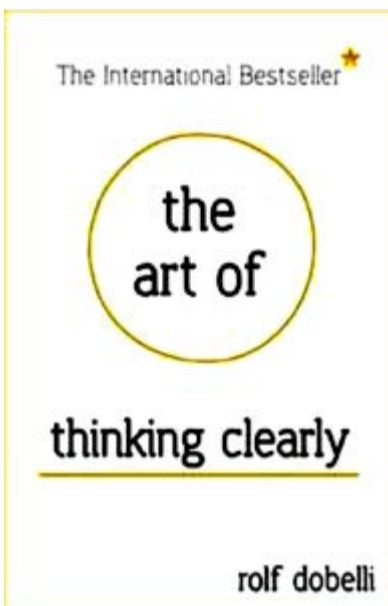
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We humans are always rationale. Or that's how we think of ourselves. For thousands of years in human evolution, our ability to think and act is improved dramatically. No doubt we are the wisest species on earth as on date. The ability to clearly rationalize our thought in making decisions and in handling situations gave us the ultimate control to rule the planet today. But are we really rationale in action?

Research studies have shown clearly with unquestionable empirical evidences that human beings are not as rationale as we are portrayed. We are able thinkers and decision makers but not in a perfectly rationale way. Our decisions are subject to numerous irrational psychological deviations. This irrationality is showcased through our behavioral actions. A field of study that deals with these is named as 'Behavioral Science'. Behavioral differences are commonly called as Biases. There are different kinds of biases. But how many such biases that human exhibit? We do not have complete final list because human behavior is more complex and dynamic.

These book 'The art of thinking clearly' gives us 100 such behavioral biases in a very easy and understandable way with day to day practical situations or examples. Each topic starts with a real life example and makes us easily to relate ourselves to such behavioral biases. And it is hundred percent sure that we all have in one way or other subjected to all these biases at some point in our life.



Each chapter ends with a short conclusion about how to overcome that particular bias and at the end of it the author have given some other biases and chapter names those which are particularly related to the topic. From the management domain one can easily correlate any topic to a managerial situation either in terms of people management, money management or in decision making in general. As a reader of Finance, Marketing, or Human resources one can find biases relating to their domain expertise. Consumer Behavior, Investor Behavior, Organizational Behavior all deals with the pros and cons of all these

biases. Biases like Heuristics, Loss aversion, Herd behavior, over confidence, social loafing, cognitive dissonance etc are already important topics in imbibed management faculty of study.

To understand the emerging behavioral studies in the above mentioned management domains and to have a bird's eye view of all biases at the fundamental level, this book is surely the first choice available in literature. Once having gone through the book, it will be more understandable to search for the research article in behavioral science. Management scholars those who are in to the research on studying consumer satisfaction or behavior, investor behavior, organizational change, employee motivation or satisfaction and in relevant fields can go for a serious read, since it is the only easy readable book available to give a behavioral perspective in your field of study.