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The Paradox of Choice Why More Is Less is a 2004 book by American psychologist Barry Schwartz. In the book, Schwartz argues that eliminating consumer choices can greatly reduce anxiety for shoppers.

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The Paradox of Choice Why More Is Less Barry Schwartz

THE PARADOX OF CHOICE by Barry Schwartz Four and Half Stars- Must Read for anyone interested in "decision making" A fantastic book on why more is less (or less is more).

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The Paradox of Choice is a book primarily concerned with Western affluent societies. Schwartz s idea is that just as much as third-world countries would profit from having more choice, European and North American countries would benefit from having less. Because their people are growing more and more unhappy.

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The Paradox of Choice Why More Is Less by Barry Schwartz

"The Paradox of Choice" is a simple book in many ways. It shows that there's concrete data backing up many of the "well duh" platitudes people regularly dismiss while making terrible life choices. It shows that there's concrete data backing up many of the "well duh" platitudes people regularly dismiss while making terrible life choices.

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You will not find The Paradox of Choice in a lot of UX Book Collections, including mine, because it is not your typical UX book. It could best be described as a book about self-improvement, being applicable to your everyday life, and not as a science book as such.

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The Paradox of Choice Barry Schwartz E book

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions both big and small have become increasingly complex due to the overwhelming abundance of choice with which we are presented.

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The Paradox Of Choice Summary Four Minute Books

1-Sentence-Summary: The Paradox Of Choice shows you how today s vast amount of choice makes you frustrated, less likely to choose, more likely to mess up, and less happy overall, before giving you concrete strategies and tips to ease the burden of decision-making.

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Barry Schwartz The paradox of choice TED Talk

Psychologist Barry Schwartz takes aim at a central tenet of western societies: freedom of choice. In Schwartz's estimation, choice has made us not freer but more paralyzed, not happier but more dissatisfied.

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Book Summary The Paradox Of Choice by Barry Schwartz

If you want to be happy, you need to limit your options. The Paradox Of Choice - Why More Is Less by Barry Schwartz I highly recommend you read this book.

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The paradox of choice Barry Schwartz book animated video

The paradox of choice tells it all and there are plenty of food for thought in this video and if you like it you really should go check out Barry Schwartz and some of his books and audiobooks.

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The Paradox of Choice Book Notes Kyle Benson

At this point, choice no longer liberates, but debilitates. The Paradox of Choice: Why More Is Less by Barry Schwatz. Main point of the book: Our daily decisions from the mundane to the challenges of finding love, have become increasingly complex.

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