

## [THE PARADOX OF CHOICE BOOK](#)



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In fact, that s the starting point of The Paradox of Choice. In it, Barry Schwartz suggests that we are wrong to equate choice with freedom. Because the equation works only to some point. In other words, more choice does mean more freedom, until it evolves into a state of overchoice, when it leads to confusion, anxiety, and stress.

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Here are 3 things I learned from his book on the subject, The Paradox Of Choice: The more options you have, the harder it gets to decide, and to decide well. The more options you have, the less happy you will be, no matter what you decide on.

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"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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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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**THE PARADOX OF CHOICE BY BARRY SCHWARTZ ANIMATED BOOK SUMMARY**

We think that the more choices we have the more happy we will be. Well in the book The Paradox of Choice the author Barry Schwartz explains that more choices can actually paralyze us and even

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