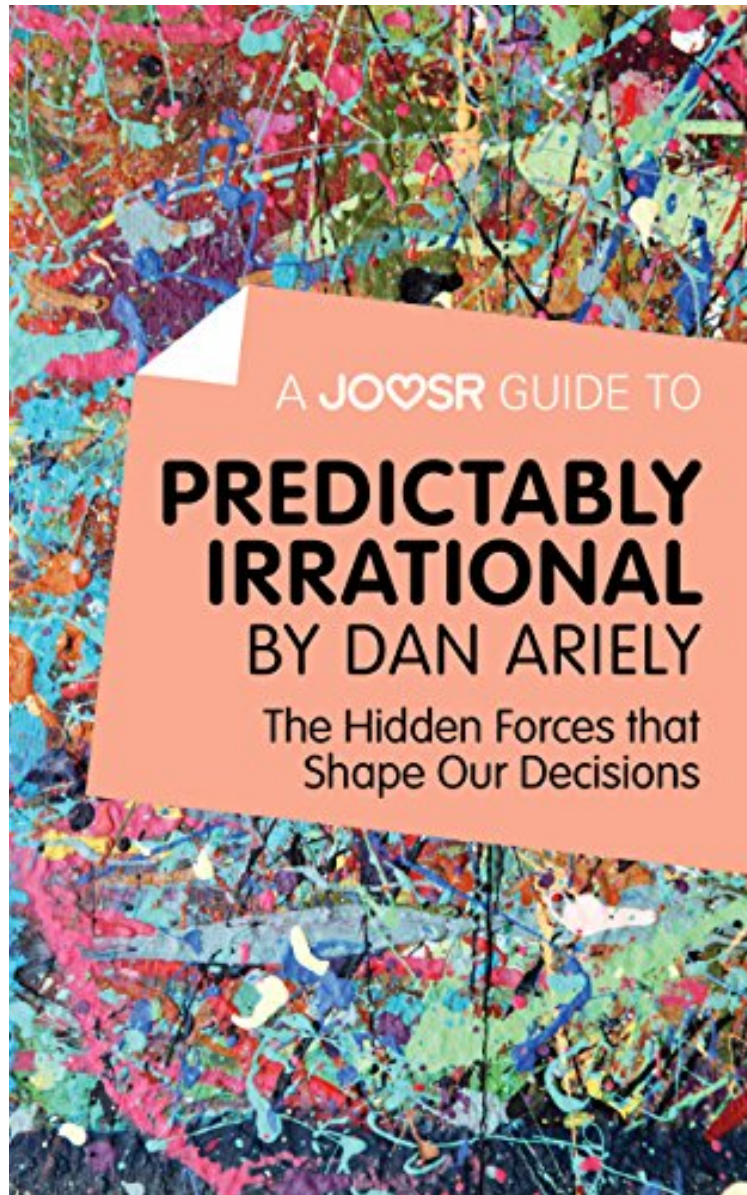


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- Why comparing options leads to bad decisions
- Why a free gift might end up costing you more than you ever planned to spend
- How marketers use your brain's irrational thought patterns to manipulate you, and how you can fight back.