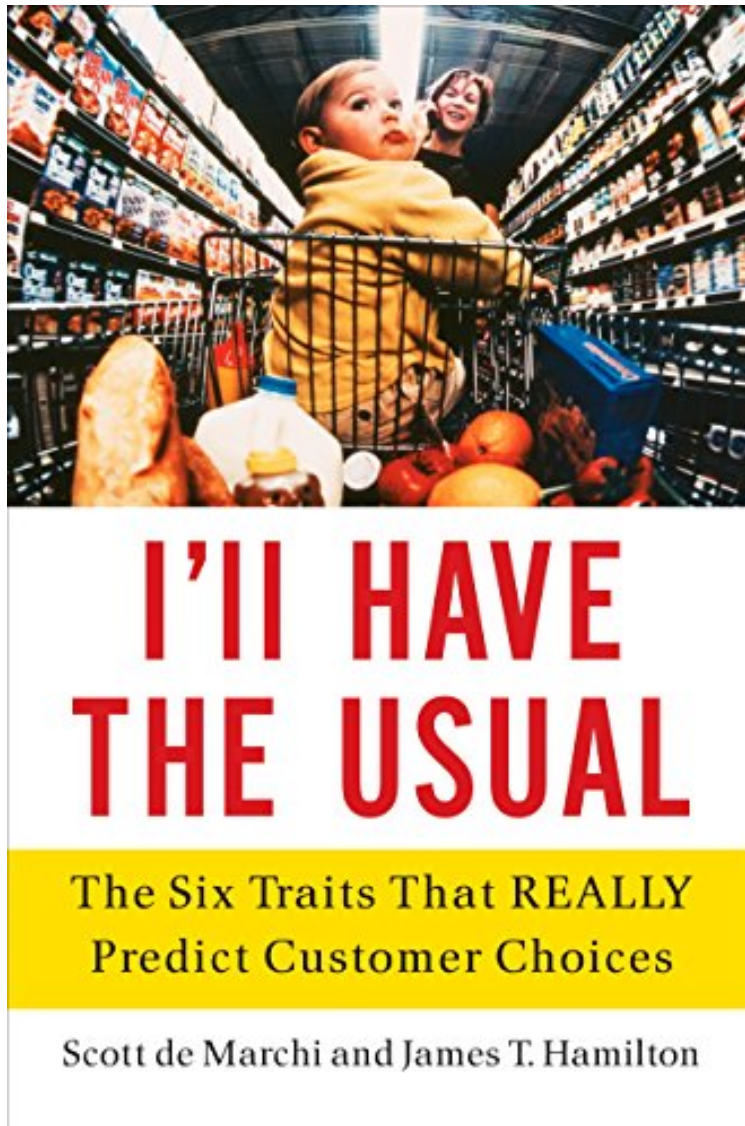


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Scott de Marchi, James T. Hamilton : You Are What You Choose: The Habits of Mind That Really Determine How We Make Decisions before purchasing it in order to gage whether or not it would be worth my time, and all praised You Are What You Choose: The Habits of Mind That Really Determine How We Make Decisions:

3 of 3 people found the following review helpful. Stick it to the manBy morelaterA fascinating new approach to decision making made accessible to both the marketers and the marketed. The book is entertaining throughout with

thought provoking analysis of decisions that everyone has made at some time or another. The authors break the mold of conventional survey data mining by also digging through google, twitter, and online political donation records to evaluate whether their model of human behavior is an accurate predictor in the new frontier. In the end, the examples of choices projected onto the underlying bases the authors have proposed leave the consumer ready to breakdown their decisions for themselves. Don't leave your choices up to the advertisers - read this book!

4 of 6 people found the following review helpful. Yankelovich in sheep's clothing
By Randall J. Lippincott
Conceptually, I liked the idea of categorical biases driving decision-making behavior and trying to tap that bias to better manage outcomes. But as a marketing professional the reality is in execution and if I have to ask questions to customers to categorize them first, then all of this falls apart. I am glad that the authors further expose something many of us have known for years, what people say and what people do are two different things (read: your customers and your employees!). But they also validate demographics, in the absence of other data, as an equally effective means to predict a particular behavior. The idea that demographics plus some other means to segment and more effectively communicate is strong. However, execution being critical, a 20-question quiz is not the way to tap a right-brain bias.

1 of 2 people found the following review helpful. A must for marketers
By Chris
Don't let the impressive academic credentials of de Marchi and Hamilton fool you -- this book isn't just for eggheads. If you have any interest in selling anything to anybody, you need to read this book. The TRAITS model presented here is something every marketing exec needs in his or her toolbox to achieve success in the information-rich world of 21st century business.

The hidden patterns behind the way we make decisions
Several recent books, from *Blink* to *Freakonomics* to *Predictably Irrational*, have examined how people make choices. But none explain why different people have such different styles of decision making—and why those styles seem consistent across many contexts. For instance, why is a gambler always a gambler, whether at work, on the highway, or in a voting booth? Scott de Marchi and James T. Hamilton present a new theory about how we decide, based on an extensive survey of more than thirty thousand subjects. They show that each of us possesses six core traits that shape every decision, from what to have for lunch to where to invest. We go with “the usual” way of deciding whenever there’s a trade-off between current and future happiness, when facing the risk of a bad outcome, or when a choice might hurt other people. We’re also consistent about how much information we want and how much we care about the opinions of others. Readers can determine their own decision-making profile with a test in the book. Once they understand the six core traits, they’ll have a big advantage in their marketing campaigns, management strategies, investments, and many other contexts.

About the Author
Scott de Marchi is an associate professor of political science at Duke, where he also heads the program for advanced research in the social sciences. James T. Hamilton is the Charles S. Sydnor Professor of Public Policy at Duke University, as well as a professor of economics and political science.