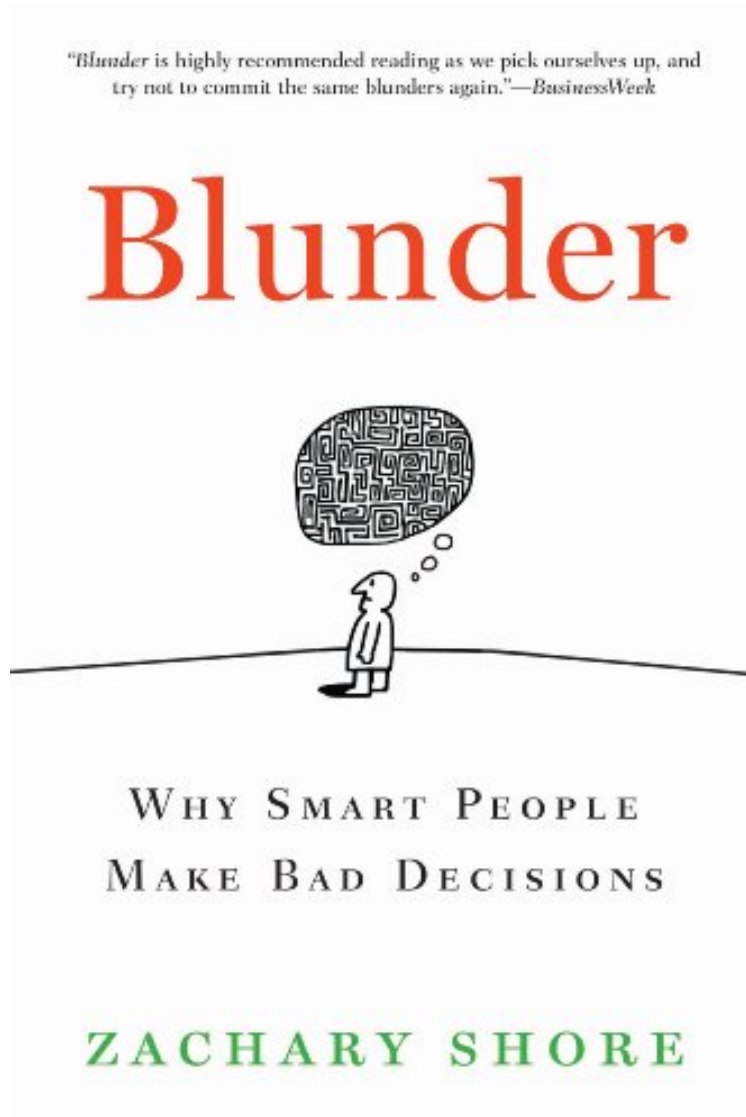


# Blunder: Why Smart People Make Bad Decisions

Zachary Shore

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**Zachary Shore : Blunder: Why Smart People Make Bad Decisions** before purchasing it in order to gage whether or not it would be worth my time, and all praised Blunder: Why Smart People Make Bad Decisions:

3 of 3 people found the following review helpful. I Think I've Blundered This BeforeBy Richard T.This book is a great "beach book." And I mean that literally. I read this work over two afternoons on the beach this past summer.Zachary Shore reviews what he considers to be seven major foibles of human nature that contribute to our poor decision-making, our blundering. He labels these personality flaws as: exposure anxiety, "causefusion," flat view, "cure-allism," "infomania," mirror imagining, and static cling. Each of the seven receive just explanations and examples from the lives of Shore and others.Although I found his insights amusing, I can't say that I found them to be original. In many

ways the concepts he highlights are a rehashing of quirky problems that many of us have identified in the personalities of others. Here he gives them cute names. Reading this book is a bit like poring over a sociology text. Both discuss and give names to concepts with which you've long been familiar. However, the book is entertaining in that he brings to the fore some human eccentricities in reason for which we can all be on the alert, either in others or in ourselves. 0 of 0 people found the following review helpful. Light-reading introduction to Human Decision-making errors. By JP Very readable, good historical perspective, although it's style does not convey have scientific rigor (although I'm sure the author did this by design). His technique of making up words like causefusion detracts slightly from the academic rigor, but as a pop-psychology book designed for a wide audience, the technique works well in communicating his points. If you like the topic - "Thinking, Fast and Slow" is a better, albeit longer and denser, book on the same subject. 0 of 0 people found the following review helpful. Great idea By Barbara White Great idea, cool and somewhat realistic

For anyone whose best-laid plans have been foiled by faulty thinking, Blunder reveals how understanding seven simple traps-Exposure Anxiety, Causefusion, Flat View, Cure-Allism, Infomania, Mirror Imaging, Static Cling-can make us all less apt to err in our daily lives.