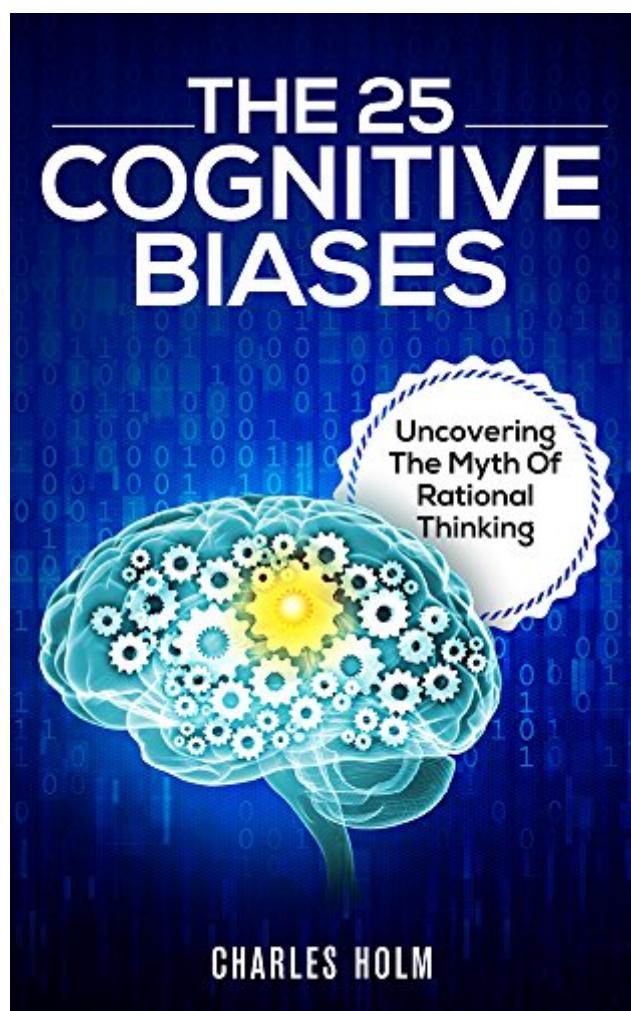


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# The 25 Cognitive Biases: Uncovering The Myth Of Rational Thinking



## **Synopsis**

We humans applaud our ability to be rational, objective thinkers. In reality this is not the case at all. We all have the tendency to overestimate our rationality to the point of denying reality. The many ways in which we do this are collectively called cognitive biases. Our brain may be the most complicated thinking machine but it is not without limitations. In our attempt to understand the world around us through our lens we simplify things and fall prey to cognitive biases. Sometimes these biases are caused by heuristics or mental shortcuts which help us reach quick judgments when we have little time. At other times our judgment is clouded by situational factors and inner motivations and emotions. However we are not completely helpless in this aspect. Knowing these biases exist can help us avoid them through conscious efforts. We need to be able to recognize these biases in our decision making. They are inevitable in most cases but they are not impossible to bypass.

## **Book Information**

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## **Customer Reviews**

The 25 cognitive biases are an essential to understand for all. I first learned about the significance of understanding all 25 of these cognitive biases through the teachings of Charlie Munger, the

business partner of Warren Buffet. He understood the the biases which exists in our brain without us even realizing it, and without a clear understanding, these biases can affect the way we make decisions to best optimize our situations. This book gives you great examples and clear and simple explanations of all 25 of these biases to allow you to easily comprehend, understand, and then use instinctively in your everyday decisions.

Quick and easy read of the biases. Highly recommended for everyone who wants to improve their life. He shows examples and stories to help you understand.

This little book almost made me not buy it , but I saw the five stars and gave it a try . I used a bias with one reference point , reviews lol . This book was little but it said SO MUCH . I will definitely be studying this book and dissecting the information repeatedly . Buy this book !! But of course don't act quick. research it because u want to buy it without bias lol .

insightful read and easy to read as the way it is written.

There is very little to this book. Some discussion of the topics would help.

If you are new to this subject then this is a fantastic place to start. The book lists and gives short (one page) descriptions of each bias including an example, what's going on, and how to deal with it. If you are looking for more detail and insight into the experiments that have occurred to understand these biases then this is probably not the book for you. Probably could have done with a better editorial there are a few typo's and one or two grammatical errors, but not enough to be really irritating.

I am happy I found this book. It gives a great overview of the 25 most common thinking mistakes we do in our daily lives. Although I have heard of many of these cognitive biases before, I have also learnt something new. I also like that the author kept the information in this book short and simple but to the point. This allows me to go through these biases again whenever I feel like or when I need a reminder to make wiser decisions. Was definitely worth the investment.

Really enjoyed reading this book. Never knew how biased my everyday decisions could be. Don't let the price fool ya. Really useful information.

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