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**(1888-1955) was an
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interpersonal skills.

Born into poverty on

a farm in Missouri,

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**he was the author of
How to Win Friends
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**(1936), a massive
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**skills to successfully
conduct their own
independent study
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how to come up with
a research question,
and leads the reader
right through to**

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attitudes or

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'what is data?'. The third edition reflects key areas of development in the field, such as the increased importance of ethics, and changes in digital research. The book is also enhanced with a range of engaging learning features

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including chapter summaries, end-of-chapter conclusions and questions, and a guide to further reading, created to reinforce students' understanding of research methods and further explore specific approaches to research.

The Second Edition

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**of this best-selling
text offers students
and first-time
researchers**

**invaluable guidance
on the practice of
qualitative social
research.**

**Throughout the
author addresses the
key issues which
need to be identified
and resolved in the**

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qualitative research process, and through which researchers develop essential skills in qualitative research. The book highlights the "difficult questions" that researchers should get into the habit of asking themselves in the course of doing

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**qualitative research,
and outlines the
implications of the
different ways of
responding to these
questions. The new
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and updated with
expanded coverage
of observation,
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bridges the gap
between "cookbook"
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Are you about to begin your dissertation or a research project, but don't know what topic to choose? Are you unsure of what research methods to use and how they should be applied to your project? Are you worried about how to write up your

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**project? Then this is
the book for you! A
balanced coverage of
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means that no matter
what approach you
choose to use for
your project, there
are examples and
case studies to help
guide you through**

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**the process. Student
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provide an insight
into situations and
research decisions
that students have
encountered in real
life projects. They
contain hints, tips
and sometimes
questions to help you
think through your
own project. A**

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Running Case Study charts the progression of two student research projects - one qualitative and one quantitative - and shows how the content of each chapter can be used to develop their projects. Thought provoking questions

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are included in order to help you consider the issues and decisions involved, which you can then apply to your own project. Deeper Insight boxes delve further into particular research issues, offering you a detailed description to increase your

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**understanding of
these areas, whilst**

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put research

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This guide to
conducting literature
reviews includes
strategies for defining
the research question,
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summary of existing
research.

While social scientists
and historians have
been exchanging
ideas for a long time,
they have never
developed a proper
dialogue about social
theory. William H.
Sewell Jr. observes
that on questions of
theory the
communication has

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been mostly one way:
from social science to
history. Logics of

Alan Bryman
History argues that
both history and the
social sciences have
something crucial to
offer each other.

While historians do
not think of
themselves as
theorists, they know
something social
scientists do not: how

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to think about the temporalities of social life. On the other hand, while social scientists' treatments of temporality are usually clumsy, their theoretical sophistication and penchant for structural accounts of social life could offer much to historians. Renowned for his

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work at the

crossroads of history,
sociology, political
science, and

anthropology, Sewell
argues that only by
combining a more
sophisticated
understanding of
historical time with a
concern for larger
theoretical questions
can a satisfying social
theory emerge. In

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Logics of History, he reveals the shape such an engagement could take, some of the topics it could illuminate, and how it might affect both sides of the disciplinary divide.

Practical and straightforward, this book is a multidisciplinary introduction to the

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process of planning,
conducting and
analysing qualitative
research, from
selecting appropriate
methods to publishing
your findings. Built
around the authors' **Qualitative Research Cycle** – consisting of the design, data collection and analytic cycles – this pragmatic guide

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clearly demonstrates the steps you need to take to ensure your research is rigorous and robust. Drawing on decades of experience teaching workshops, the book is packed with techniques and tools to help you turn theory and method into research practice. This second edition:

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Showcases the importance of linking research design to data analysis, helping you avoid potential pitfalls and get the most out of your data

Highlights the relevance and wide application of qualitative methods with an array of international examples of real field

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interdisciplinary case

studies Gives clear

Alan Bryman

guidance on writing

qualitative research,

including how to

respond to critiques of

qualitative methods

Has a renewed focus

on evaluating quality

in qualitative

research, ensuring

your work is valid,

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Offering tried and tested research tools like interview guides that you can apply to your own projects and supported by online resources including checklists and reflective questions, this book is the perfect companion for anyone looking to complete a successful project using

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qualitative research
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In *Template Analysis*,

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main strengths and
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What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with

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customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high

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performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades.

Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially

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*when it comes to selling
complex, large-scale
business-to-business*

*solutions. The authors'
study found that every
sales rep in the world
falls into one of five
distinct profiles, and
while all of these types
of reps can deliver
average sales
performance, only one-
the Challenger- delivers
consistently high*

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performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the

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*customer's every demand
or objection, they are
assertive, pushing back
when necessary and
taking control of the sale.
The things that make
Challengers unique are
replicable and teachable
to the average sales rep.
Once you understand
how to identify the
Challengers in your
organization, you can
model their approach*

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and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

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'This clearly written and user-friendly book is ideal for students or researchers who wish to get a basic, but solid grasp of a topic and see how it fits with other topics. By following the links a student can easily and efficiently build up a clear conceptual map of social research' -

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Cardiff University This is a really useful book, written in an accessible manner for students beginning their study of social research methods. It is helpful both as an introductory text and as a reference guide for more advanced students. Most of the key topics in methods and methodology are covered and it will be suitable as

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*a recommended text on a
wide variety of courses' -
Clive Seale, Brunel*

*University At last, an
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research methods which
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information to help with
undergraduate essays
and exams. The key
concepts discussed here*

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*are based on a review of
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authors' experience of
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methods. Each section is free-standing, can be tackled in order, but with links to other sections to enable students to cross-reference and build up a wider understanding of central research methods. To facilitate comprehension and aid study, each section begins with a definition. It is followed by a summary of key points with key

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written for student
consumption. The book
answers the needs of all
those who find research*

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*methods daunting, and
for those who have
dreamt of an ideal
introduction to the
subject.*

*Written for anyone
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project, this introductory
book takes you through
the process of analysing
your data from start to
finish. The author sets
out an easy-to-use model
for coding data in order*

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to break it down into parts, and then to reassemble it to create a meaningful picture of the phenomenon under study. Full of useful advice, the book guides the reader through the last difficult integrating phase of qualitative analysis including diagramming, memoing, thinking aloud, and using one's feelings, and how

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to incorporate the use of software where appropriate. Ideal for third year undergraduate students, master students, postgraduates and anybody beginning a research project, the book includes examples covering a wide range of subjects - making the book useful for students across the social science disciplines. Hennie Boeije

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is currently an Associate

Professor with the

Department of

Methodology and

Statistics of the Faculty

of Social and

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section on how to
teach and perform
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research using a
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research design.

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as a reference for
researchers, the book
is rich in examples
and includes a
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follow diagrams, and tables to help readers become more familiar with the language and controversies in this evolving area.

There are many reasons to be curious about the way people learn, and the past several decades have seen an explosion of research that has

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important implications for individual learning, schooling, workforce training, and policy.

In 2000, *How People Learn: Brain, Mind, Experience, and School: Expanded Edition* was

published and its influence has been wide and deep. The report summarized

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insights on the nature of learning in school-aged children; described principles for the design of effective learning environments; and provided examples of how that could be implemented in the classroom. Since then, researchers have continued to investigate the

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nature of learning and have generated new findings related to the neurological processes involved in learning, individual and cultural variability related to learning, and educational technologies. In addition to expanding scientific understanding of the

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mechanisms of learning and how the brain adapts throughout the lifespan, there have been important discoveries about influences on learning, particularly sociocultural factors and the structure of learning environments. How People Learn II:

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Learners, Contexts,
and Cultures provides
a much-needed
update incorporating
insights gained from
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book expands on the
foundation laid out in
the 2000 report and
takes an in-depth
look at the
constellation of
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individual learning.
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will become an
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to think about

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people believe that
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rewards like
money—the carrot-
and-stick approach.

That's a mistake, says
Daniel H. Pink (author
of *To Sell Is Human:*

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The Surprising Truth About Motivating Others). In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction—at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new

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things, and to do
better by ourselves
and our world.

Drawing on four
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mismatch between
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of life. He examines

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the three elements of true motivation—autonomy, mastery, and purpose—and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.

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sometimes dictate

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your life? Dr.

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Steve Peters

explains that we

all have a being

within our minds

that can wreak

havoc on every

aspect of our

lives—be it

business or

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personal. He calls this being "the chimp," and it can work either for you or against you. The challenge comes when we try to tame the chimp, and persuade it to do our bidding.

The Chimp

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Paradox contains an incredibly powerful mind management model that can help you be happier and healthier, increase your confidence, and become a more successful person. This book

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will help you to:

—Recognize how
your mind is
working

—Understand and
manage your
emotions and
thoughts

—Manage yourself
and become the
person you would
like to be Dr.

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Peters explains the struggle that takes place within your mind and then shows you how to apply this understanding.

Once you're armed with this new knowledge, you will be able to utilize your chimp

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for good, rather
than letting your
chimp run
rampant with its
own agenda.

A thorough and
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guide to the
theoretical,
practical, and
methodological
approaches used

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in survey
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experiments
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across disciplines
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such as political
science, health
sciences,
sociology,
economics,
psychology, and
marketing This
book explores and
explains the broad

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range of
experimental
designs
embedded in
surveys that use
both probability
and non-
probability
samples. It
approaches the
usage of survey-
based

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experiments with
a Total Survey
Error (TSE)
perspective, which
provides insight
on the strengths
and weaknesses
of the techniques
used.

Experimental
Methods in Survey
Research:

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Techniques that
Combine Random
Sampling with
Random

Assignment
addresses
experiments on
within-unit
coverage,
reducing
nonresponse,
question and

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questionnaire
design, minimizing
interview
measurement
bias, using
adaptive design,
trend data,
vignettes, the
analysis of data
from survey
experiments, and
other topics,

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across social,
behavioral, and
marketing science
domains. Each
chapter begins
with a description
of the
experimental
method or
application and its
importance,
followed by

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reference to
relevant literature.
At least one
detailed original
experimental case
study then follows
to illustrate the
experimental
method's
deployment,
implementation,
and analysis from

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a TSE perspective.

The chapters conclude with theoretical and practical implications on the usage of the experimental method addressed. In summary, this book: Fills a gap in

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the current
literature by
successfully
combining the
subjects of survey
methodology and
experimental
methodology in an
effort to maximize
both internal
validity and
external validity

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Offers a wide
range of types of
experimentation
in survey research
with in-depth
attention to their
various
methodologies
and applications Is
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experts in the field
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/methodology and
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across a variety of
disciplines in the
social and
behavioral

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sciences Presents
advances in the
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experiments, as
well as relevant
references in each
chapter for further
study Includes
more than 20
types of original
experiments
carried out within

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probability sample
surveys Addresses
myriad practical
and operational
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experiments by
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perspective to
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ideal reference for
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areas such
political science,
health sciences,
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psychology, public
policy, data
collection, data
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also a very useful
textbook for
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Health and human services currently face a series of challenges – such as aging populations, chronic diseases and new endemics – that require highly complex responses, and take place in

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multiple care environments including acute medicine, chronic care facilities and the community. Accordingly, most modern health care interventions are now seen as 'complex interventions' –

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activities that contain a number of component parts with the potential for interactions between them which, when applied to the intended target population, produce a range

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of possible and
variable
outcomes. This in
turn requires
methodological
developments
that also take into
account changing
values and
attitudes related
to the situation of
patients' receiving

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health care. The first book to place complex interventions within a coherent system of research enquiry, this work is designed to help researchers understand the research

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processes
involved at each
stage of
developing,
testing, evaluating
and implementing
complex
interventions, and
assist them to
integrate
methodological
activities to

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produce secure,
evidence-based
health care
interventions. It
begins with
conceptual
chapters which set
out the complex
interventions
framework,
discuss the
interrelation

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between
knowledge
development and
evidence, and
explore how
mixed methods
research
contributes to
improved health.
Structured around
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Council guidance for use of complex interventions, four sections, each comprised of bite-sized chapters written by multidisciplinary experts in the area, focus on: -
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interventions -
Assessing the
feasibility of
complex

interventions and
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Evaluating
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complex
interventions.

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Accessible to
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each substantive
chapter includes
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slower, more
deliberative,
and more
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overconfidence
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happy in the
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profound effect
of cognitive
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stock market to
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next*

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of these can be
understood only
by knowing how
the two systems
shape our
judgments and
decisions.*

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behavior is
strongly
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factors that
lie outside our
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awareness,*

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although we

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tend to

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underestimate

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the power of

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*to evaluate the
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“nudge unit,”
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