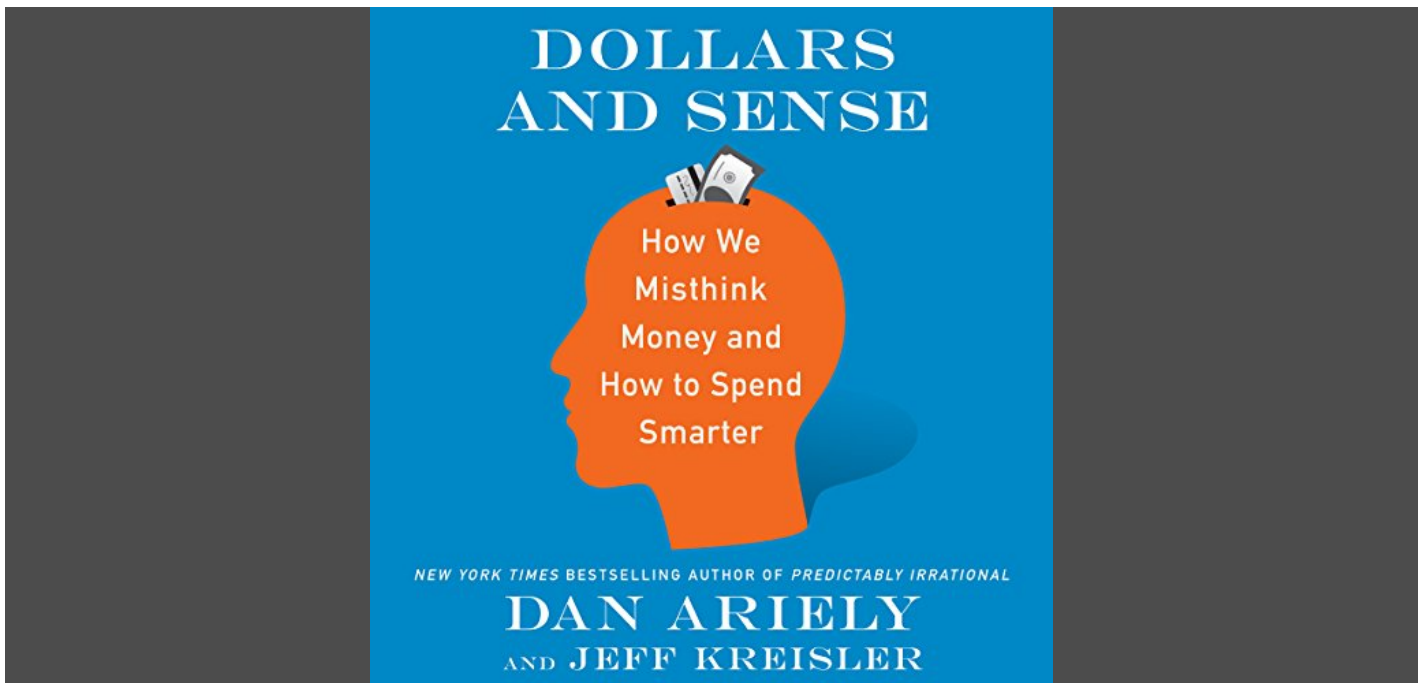


PDF | Dollars and Sense: How We  
Misthink Money and How to Spend  
Smarter

by Dan Ariely and Jeff Kreisler



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Blending humor and behavioral economics, the *New York Times* best-selling author of *Predictably Irrational* delves into the truly illogical world of personal finance to help people better understand why they make bad financial decisions and gives them the knowledge they need to make better ones.

- Why does paying for things often feel like it causes physical pain?
- Why does it cost you money to act as your own real estate agent?
- Why are we comfortable overpaying for something now just because we've overpaid for it before?

In *Dollars and Sense*, world-renowned economist Dan Ariely answers these intriguing questions and many more as he explains how our irrational behavior often interferes with our best intentions when it comes to managing our finances. Partnering with financial comedian and writer Jeff Kreisler, Ariely takes us deep inside our minds to expose the hidden motivations that are secretly driving our choices about money.

Exploring a wide range of everyday topics - from credit card debt and household budgeting to holiday sales - Ariely and Kreisler demonstrate how our ideas about dollars and cents are often wrong and cost us more than we know. Mixing case studies and anecdotes with tangible advice and lessons, they cut through the unconscious fears and desires driving our worst financial instincts and teach us how to improve our money habits.

Fascinating, engaging, funny, and essential, *Dollars and Sense* is a sound investment, providing us with the practical tools we need to understand and improve our financial choices, save and spend smarter, and ultimately live better.



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