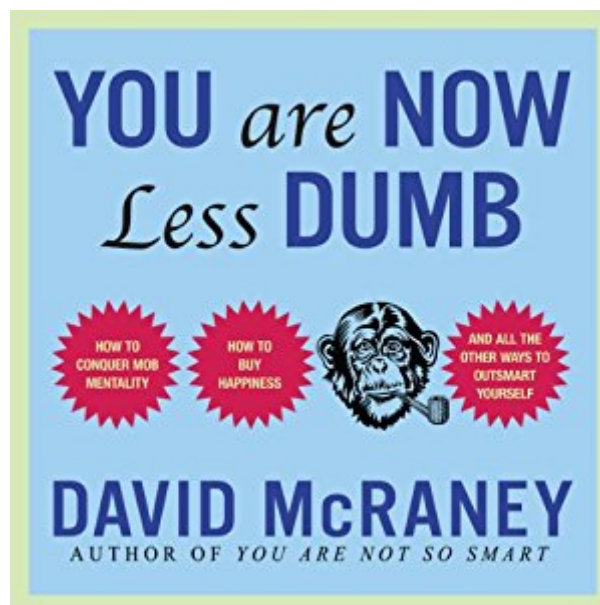




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# You Are Now Less Dumb: How To Conquer Mob Mentality, How To Buy Happiness, And All The Other Ways To Outsmart Yourself



## Synopsis

The author of the best-selling *You Are Not So Smart* shares more discoveries about self-delusion and irrational thinking, and gives readers a fighting chance at outsmarting their not-so-smart brains. David McRaney's first book, *You Are Not So Smart*, evolved from his wildly popular blog of the same name. A mix of popular psychology and trivia, McRaney's insights have struck a chord with thousands, and his blog - and now podcasts and videos - have become an Internet phenomenon. Like *You Are Not So Smart*, *You Are Now Less Dumb* is grounded in the idea that we all believe ourselves to be objective observers of reality - except we're not. But that's okay, because our delusions keep us sane. Expanding on this premise, McRaney provides eye-opening analyses of 15 more ways we fool ourselves every day. McRaney also reveals the true price of happiness, why Benjamin Franklin was such a badass, and how to avoid falling for our own lies. This smart and highly entertaining audiobook will be wowing listeners for years to come.

## Book Information

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## Customer Reviews

I love what the book teaches you. I'm applying the affirmations on a daily basis and I have even made one that is the one they are suppose to give you by the end of the book, but never do. But is not difficult to figure it out. This, if you believe in it, is a powerful and empowering tool. I can "feel" the difference between my inner reactions with affirmations and affirmations. I use it every day whenever I am driving or killing some time between meetings or stop lights. What I did not like a bit, as many other people have stated before me, was that this book is also used as a marketing tool for

other affirmation products. I wish they can go back like the old days when they would give you a great book, and maybe by the end they would use the last page to promote other books from the author. I think is a mistake to do this kind of marketing and the editors should stop promoting it.

I don't hand out five stars readily, although I debated on this one. Love the book. The author took a complex topic and made it read like a novel. His humor is perfect as well as his ability to take the neuropsychology complexities and apply them to everyday life and choices. An enlightening read. Got it on my kindle and ended up highlighting several passages and bookmarking even more pages. Recommend to anyone wanting to be a little less dumb or at least not be played when all the political games start unfurling this year.

The best book in the universe. McRaney does not play around when it comes to your brain, he gets it. The reasons why we do dumb things and the future of our society is in this book.

An absolute wonderful book on psychology. The books strongest point is its informal and funny language, making it a bliss to read and learn how to be less dumb. The author can sometimes be long-winded in his stories, but great storytelling makes up for it in my opinion. If boring, academic like books have put you off before when you tried to learn some psychology, then fear no more. You are now less dumb is a book that pulls you right in and leaves you feeling much smarter than the average... Though that's most likely only true in your own head, as you'll learn when you read the book. Highly recommended! I also recommend the predecessor "You are not so smart". - Do be prepared for some overlapping information. Ex. Confirmation and hindsight bias are covered in both books.

This book is transformative for me. By giving me a really clear view of how my thinking sometimes goes astray, I find myself better able to notice when I'm falling for classic cognitive mistakes. The writing is also incredibly easy to read and entertaining. The examples he picks for various biases are realistic and clear. They make it easy to understand his point. I like the fact that it seems well researched (referring to lots of specific references, either classic seminal works or less well-known research), and yet it doesn't read like a dry academic paper. I really can't think of a criticism. The book is exactly what it says it's going to be.

Strangely enough I still feel pretty dumb.

Read it as a sequel following "You are not so Smart" - love it - it's even on audiobooks.com!!!

I love books that help me less dumb and this one is fantastic. It's definitely one I will read over again. I enjoyed passing on the words of wisdom from each chapter onto my friends and managed to spark some good conversations about human nature and the way people are dumb (and how they can be smarter.) If you enjoy books that make you think, books with lots of great information and examples, and books that work hard to help give you more information that you can actually apply to your life, then this book is for you.

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