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Think Twice seems to exist largely to temper the excesses the author perceives in Gladwell and Ariely's works. Gladwell's popular book, Blink, leads Mauboussin to take the opposite corner - that people should "Think Twice" rather than go with their gut.

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Think Twice: Harnessing the Power of Counterintuition. Paperback - 6 Nov.

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Think Twice: Harnessing the Power of Counterintuition. Economics is an imperial science, and its ambition knows no bounds. But the triumphal march of its neoclassical army through the fields of finance and management received a bloody reversal at the hands of reality in the carnage of 2008.

## **A Path to Better Decisions - strategy+business**

In the process of unlearning, I had to learn to think twice and harness the power of counter intuition, which is the subject of Michael Mauboussin's perceptive book. Think Twice is all about decision making. It goes without saying that nobody's decision making is perfect. We can all improve our ability to make better decisions.

## **Think Twice: Harnessing the Power of... book by Michael J ...**

Michael is the author of Think Twice: Harnessing the Power of Counterintuition (Harvard Business Press, 2009) and



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More Than You Know: Finding Financial Wisdom in Unconventional Places - Updated and Expanded (New York: Columbia Business School Publishing, 2008). More Than You Know was named one of "The 100 Best Business

## **Think Twice: an interview with Michael Mauboussin**

I finally got around to reading his "Think Twice: Harnessing the Power of Counterintuition" on how we make—and all too often mismanage—decisions (including, but not limited to, investment ...

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