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“ If you have always yearned to feel more secure in your decision-making, or at the very least, understand better why even your best-laid plans often go awry, Sidetracked is a straight-forward examination of the forces that affect our decisions which can help raise your awareness and keep you from veering off course. ” — 800 CEO READ
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As Francesca Gino explains, "Three different sets of forces influence our decisions in ways we commonly fail to anticipate: (1) forces from within ourselves, (2) forces from our relationships with others, and (3) forces from the outside world."

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Why do so many of our decisions go awry? Francesca Gino says the answer might be staring at us in the mirror. In *Sidetracked*, she reveals the many forces that distract our attention, distort our reasoning, and ultimately lead us astray. Reading this rich mix of experimental evidence and lively stories will help you rethink—and improve—how you make decisions in your life.

Amazon.com: *Sidetracked: Why Our Decisions Get Derailed* ...

However, as she notes (Page 2), ". . . our decisions often veer off course in unexpected ways."

Among reasons for these forces affecting our decision making in unexpected ways are three factors: (1) factors within ourselves, (2) issues related to our interactions with others, and (3) elements from the outside world.

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