

Decision Making Resources

Books:

Ariely, Dan. *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. Harper Perennial, 2007. Goodreads 4.06

When it comes to making decisions in our lives, we think we're making smart, rational choices. But are we? In *Predictably Irrational* the author refutes the common assumption that we behave in fundamentally rational ways. From drinking coffee to losing weight, from buying a car to choosing a romantic partner, we consistently overpay, underestimate, and procrastinate. Yet these misguided behaviors are neither random nor senseless. They're systematic and predictable—making us predictably irrational.

Gladwell, Malcolm. *Blink: The Power of Thinking Without Thinking*. Back Bay Books, 2007. Goodreads 3.84

Blink is a book about how we think without thinking, about choices that seem to be made in an instant—in the blink of an eye— that actually aren't as simple as they seem.

Heath, Chip and Dan Heath. *Decisive: How to Make Better Choices in Life and Work*. Crown Business, 2013. Goodreads 3.94

Research in psychology has revealed that our decisions are disrupted by an array of biases and irrationalities: We're overconfident. We seek out information that supports us and downplay information that doesn't. In *Decisive*, the authors introduce a four step process designed to counteract these biases.

Kahneman, Daniel. *Thinking, Fast and Slow*. Farrar, Straus and Giroux, 2013. Goodreads 4.02

Engaging the reader in a lively conversation about how we think, the author reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives—and how we can use different techniques to guard against the mental glitches that often get us into trouble.

Thaler, Richard H. and Cass R. Sunstein. *Nudge: Improving Decisions About Health, Wealth, and Happiness*. Penguin Books, 2009. Goodreads 3.74

The authors offer a new perspective on how to prevent the countless bad mistakes we make in our lives. They cite decades of cutting-edge behavioral science research, they demonstrate that sensible “choice architecture” can successfully nudge people toward the best decision without restricting their freedom of choice.

Websites:

"14 Facts about Decision Making and Willpower." *Business Insider*
<http://www.businessinsider.com/decision-making-willpower-2011-9#>

"Problem Solving and Decision Making." *Businessballs.com*
<http://www.businessballs.com/problemsolving.htm>

"Decision-Making Techniques: How to Make Better Decisions." *Mind Tools*
http://www.mindtools.com/pages/main/newMN_TED.htm

"Decision Making." *Psychology Today*.
<https://www.psychologytoday.com/basics/decision-making>

"5 Simple Steps to Improve Your Decision Making." *Forbes*.
<http://www.forbes.com/sites/alexmclafferty/2015/02/05/decision-making/>

"Bad Decision Making 2.0" *The Huffington Pos*.
http://www.huffingtonpost.com/dr-jim-taylor/bad-decision-making-20_b_879558.html

Articles:

Finkelstein, Sydney and Jo Whitehead and Andrew Campbell. "Why Good Leaders Make Bad Decisions." *Business Strategy Review*. Summer 2009, Vol. 20 Issue 2 p62-66. Accessed through Ebsco, Business Source Premier on March 9, 2015.

Mintzberg, Henry and Frances Westley. "Decision Making: It's Not What You Think." *MIT Sloan Management Review*. Spring 2001, Vol. 42 Issue 3, p89-93. Accessed through Ebsco, Business Source Premier on March 9, 2015.

Thieman, LeAnn. "How to Overcome the 10 Biggest Mistakes in Decision Making." *Cost Engineering*. March 2008, Vol. 50 Issue 3, p28-29. Accessed through Ebsco, Business Source Premier on March 9, 2015.