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TRANSCRIPT Today, I'm going to take you around the world in 18 minutes.

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Sheena Iyengar's award-winning research reveals that the answers are surprising and profound. In our world of shifting political and cultural forces, technological revolution, and interconnected commerce, our decisions have far-reaching consequences. Use The Art of Choosing as your companion and guide for the many challenges ahead.

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"The great artist Michelangelo claimed that his sculptures were already present in the stone, and all he had to do was carve away everything else. Our understanding of identity is often similar: Beneath the many layers of shoulds and shouldn'ts that cover us, there lies a constant, single, true ...

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The Art of Choosing: Iyengar, Sheena:
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The Art of Choosing by Sheena Iyengar. 'We are all but a product of our choices', is something that we all have heard sometime somewhere. We usually agree with it. But I am not sure how well we understand this. Sheena Iyengar, an expert on the subject of 'Choices' brings to you the various dimensions of choices in our lives in this book The Art of Choosing.

The Art of Choosing by Sheena Iyengar - Anu Reviews
The Art of Choosing by Sheena Iyengar, 2011. "When choice is demotivating: Can one desire too much of a good thing?" by Sheena Iyengar and Mark Lepper, Journal of Personality and Social Psychology ...

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Sheena Iyengar: What our choices say about who we are : NPR

We all want customized experiences and products -- but when faced with 700 options, consumers freeze up. With fascinating new research, Sheena Iyengar demonstrates how businesses (and others) can improve the experience of choosing.

Sheena Iyengar: How to make choosing easier | TED Talk

Best-selling author of *The Art of Choosing*, which was named one of the best business books of 2010 by the Financial Times. Two-time TED mainstage speaker . In 2011, included as part of the "Thinkers 50" - the 50 Best business thinkers in the world.

Sheena Iyengar

"*The Art of Choosing*" should appeal to fans of both writers. It's full of the experimental results that make for good cocktail party chatter, but it offers fewer explicit lessons. Iyengar favors...

Book Review - *The Art of Choosing* - By Sheena Iyengar ...

The Art of Choosing We may think we know our own minds, but the forces that influence our choices are many, varied, and often surprising. Most of those forces affect us without our knowledge, and they do not necessarily operate in our best interests. How can we minimize the influence of such powerful factors, including bias and culture?

Sheena Iyengar | Books

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Sheena Iyengar's award-winning research reveals that the answers are surprising and profound. In our world of shifting political and cultural forces, technological revolution, and interconnected commerce, our decisions have far-reaching consequences. Use *The Art of Choosing* as your companion and guide for the many challenges ahead.

Summary and reviews of *The Art of Choosing* by Sheena Iyengar

In *The Art of Choosing*, Iyengar recounts her studies and observations with an emphasis on helping us to be more thoughtful and better-informed when faced with decisions. Sometimes that's just a matter of knowing you have choices; at other times, eliminating multiple options is the key to wise decisions.

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