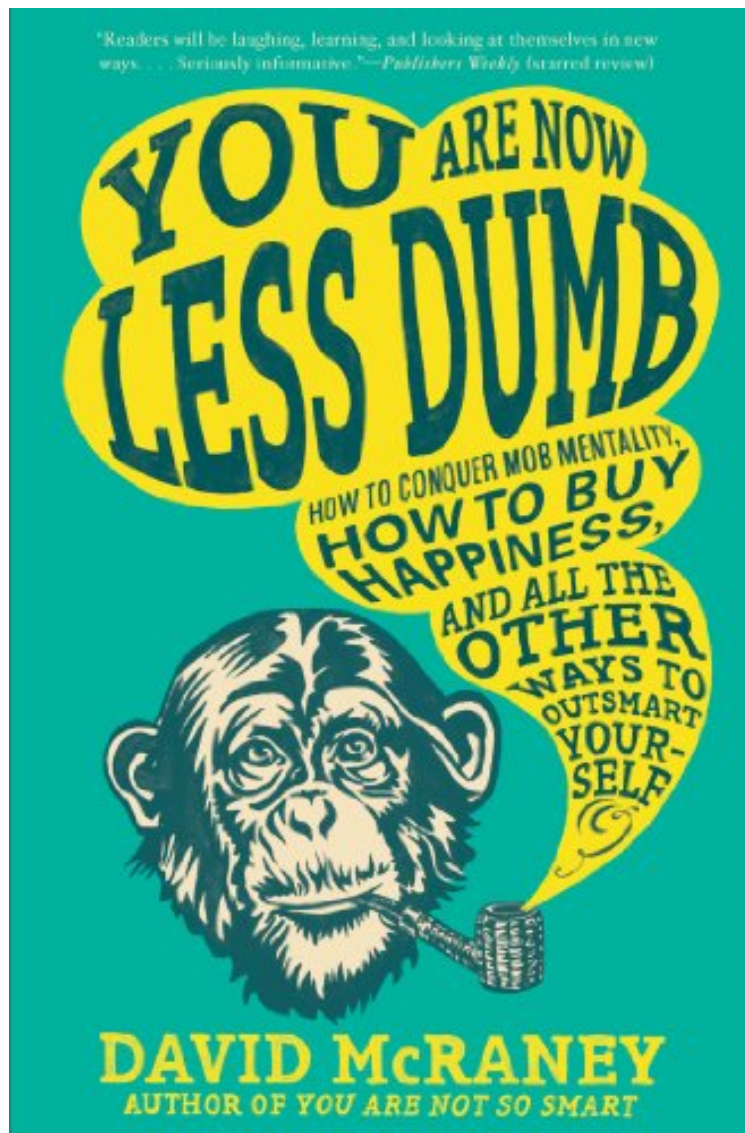


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You are Now Less Dumb: How to Conquer Mob Mentality, How to Buy Happiness, and All the Other Ways to Outsmart Yourself

David McRaney

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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.

The author of the bestselling *You Are Not So Smart* gives readers a fighting chance at outsmarting their not-so-smart
brains. A mix of popular psychology and trivia, *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 seventeen ways we fool ourselves every day,
including: Enclothed Cognition (the clothes you wear change your behavior and influence your mental abilities) The
Benjamin Franklin Effect (how you grow to like people for whom you do nice things and hate the people you
harm). Deindividuation (Despite our best intentions, we practically disappear when subsumed by a mob mentality) The
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in front of us) Sunk Cost Fallacy (We will engage in something we don't enjoy just to make the time or money already
invested "worth it") McRaney also reveals the true price of happiness, and how to avoid falling for our own lies.

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cannot be overcome is a part as vital to the human experience as that impulse to try even harder to overcome nature.
And if that fails, the flip side to a population crediting itself with falsely inflated powers of observation is that no one
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looking at themselves in new ways. McRaney is a fine stylist, easily balancing anecdote, analysis, and witty asides... this book is seriously informative.”—Publisher’s Weekly, Starred “A lively look at our myriad self-delusions and how we can beat or exploit them.”—Parade — Praise for You are Now Less Dumb About the Author David McRaney is a journalist and self-described psychology nerd. He has written for several publications, including The Atlantic and Psychology Today. He lives in Hattiesburg, Mississippi.