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IN THE CHOICE FACTORY Richard Shotton pays homage to the intrepid pioneers of Behavioural Economics, exploring the psychological shortcuts we (as makers of 35,000 daily decisions) take. The book contains 25 tight chapters, each covering a cognitive bias from mood to confirmation, media context to price.

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The Choice Factory
 How 25 behavioural biases influence the products we decide to buy
 By Richard Shotton
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