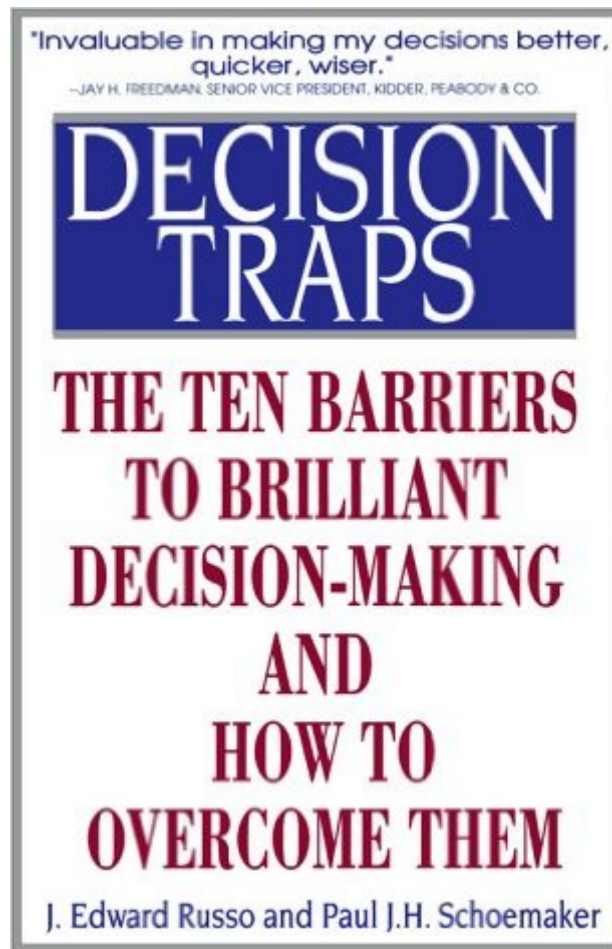


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# Decision Traps: The Ten Barriers To Decision-Making And How To Overcome Them



## Synopsis

Two experts in business management show how to avoid the ten common pitfalls that ensnare decision makers. The very latest research in the fields of business and psychology has been distilled into practical training methods that will save readers from ever making a bad decision again.

## Book Information

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## Customer Reviews

Despite this book having been published nearly two decades ago, an executive-level colleague at my office urged our team to read this book. Good advice stands the test of time. On reading the book, I agree--this has much good, common sense and sound insight to offer, although I had to wonder at much more recent studies I've read that advise something quite the opposite from what Russo and Schoemaker encourage. That is, take the time to consider the parameters of making good decisions. Taking the time, however, is not what I've been reading in much more recently published books like Malcolm Gladwell's "Blink: The Power of Thinking Without Thinking," which basically states that we need to tap into our inner wisdom, that storehouse of all the experience and observation we've accumulated over a lifetime (the longer the lifetime, presumably, the more wisdom stored), trust it, and make the "snap judgments" that actually hold up to often be our best decisions. Fascinating. Looking back on my own span of a lifetime, my best and worst decisions, I have to lean toward "Blink." That inner voice of wisdom does know. It is when I have ignored its red flags waving that I have made my worst decisions. And paid heavily for it. That said, I tend to be cynical about any idea that leans too heavily one way or the other. Fads are based on swinging

pendulums. The truth tends to be a balance of varied ideas and common ground, and in this, "Decision Traps" appeals to me. Russo and Schoemaker do not disparage the value of making the occasional off-the-cuff decision. There are those times that over thinking something, over analyzing, too much brain over heart (i.e.

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