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In The Paradox of Choice, Barry Schwartz explains at what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. Special offers and product promotions

The Paradox of Choice [Speed Summary] - Brand Genetics

"The Paradox of Choice" tries to explain the reasons behind this problem. And to give few practical pieces of advice on how to overcome it. That's why we're guessing that it will be appealing to a wide range of people.

In The Paradox of Choice, Barry Schwartz explains at what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution.

The Paradox of Choice - Why More Is Less is a 2004 book by American psychologist Barry Schwartz. In the book, Schwartz argues that eliminating consumer choices can greatly reduce anxiety for shoppers. Autonomy and Freedom of choice are critical to our well being, and choice is critical to freedom and autonomy.

It's called "the paradox of choice," and it essentially means that while we consider variety as a good thing, at the same time, it makes our decisions more challenging. For example, you may have...

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The theory that less choice can be more -- what psychologist Barry Schwartz called "The Paradox of Choice" -- is under attack as scientific hogwash. But the very fact that its potential weaknesses ...

The paradox of choice | Barry Schwartz

The Paradox of Choice suggests two things you can do, and they work best when used together. Artificially Limit Your Choices The more obvious solution is to simply limit the choices available to you yourself.

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The Paradox Of Choice Why

In The Paradox of Choice, Barry Schwartz explains why too much of a good thing has proven detrimental to our psychological and emotional well-being. Synthesizing current research in the social sciences, he makes the counterintuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of

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Paradox of Choice, The: Barry Schwartz, Ken Kliban ...

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The Paradox of Choice: Why More Is Less, Revised Edition

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How 'the paradox of choice' could explain why you're still

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Barry Schwartz: The paradox of choice | TED Talk

In The Paradox of Choice, you describe how our tendency to adapt to new things often dampens our initial excitement over buying a novel item or receiving a raise at work, etc. Does it follow that we, as a society, will simply learn to adapt to an environment filled with abundant choice? You'd think so, but I don't see much evidence of that.

The Paradox of Choice, 10 Years Later - Pacific Standard

— Barry Schwartz, The Paradox of Choice: Why More Is Less "Something as trivial as a little gift of candy to medical residents improves the speed and accuracy of their diagnoses. In general, positive emotion enables us to broaden our understanding of what confronts us.

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The Paradox of Choice is a useful challenge to this idea – sometimes launching another new product or line extension will not be commercially astute, particularly in cluttered categories. Product innovation is not always the answer to an innovation brief – service innovation, channel innovation, profit model innovation may work better.

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