



A arte da escolha (Portuguese Edition)

Sheena Iyengar

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Em A ARTE DA ESCOLHA, a professora da Universidade de Columbia, Sheena Iyengar, que é uma das maiores especialistas em escolhas, optou pela tarefa hercúlea de nos ajudar a fazer melhores opções. Ela faz perguntas fascinantes: será que o desejo de escolher é inato ou criado pela cultura? Por que às vezes escolhemos contra os nossos melhores interesses? Quanto controle realmente temos sobre o que escolhemos? Em última análise, ela oferece respostas inesperadas e profundas, provenientes de sua premiada e abrangente pesquisa, que inclui diversas disciplinas.

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