



Decide and Conquer: The Ultimate Guide for Improving Your Decision Making (2nd Edition)

Stephen P. Robbins

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Make better decisions – every day, everywhere! *Decide and Conquer, Second Edition* brings together all the practical skills you need to do just that. This quick, concise book identifies every key obstacle to quality decision-making and shows exactly how to overcome them. You'll discover how your personality impacts your decision-making, why instincts and experience can lead you astray, how to simplify complex decisions without oversimplifying them and much more.

Renowned management author Dr. Stephen P. Robbins translates cutting-edge research findings about human behavior and decision-making into language anyone can understand – and *act upon*. In this Second Edition, he provides many new and updated examples, updated research, and new coverage, including these crucial new topics:

- Are you a Maximizer or a Satisficer – and what it means for your decision-making
- Overcoming the familiarity bias, adaptation bias, and fear-of-loss bias
- How to stop throwing good money after bad
- Knowing when doing *nothing* is your best option
- Accounting for gendered decision-making styles

Decide and Conquer, Second Edition covers everything from goal-setting and risk-taking to overconfidence to procrastination, and offers indispensable insights for overcoming the multiple biases that are built into all human decision-makers. You'll use Robbins' powerful techniques to improve every decision you make – about your relationships, career, finances, *everything!*

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