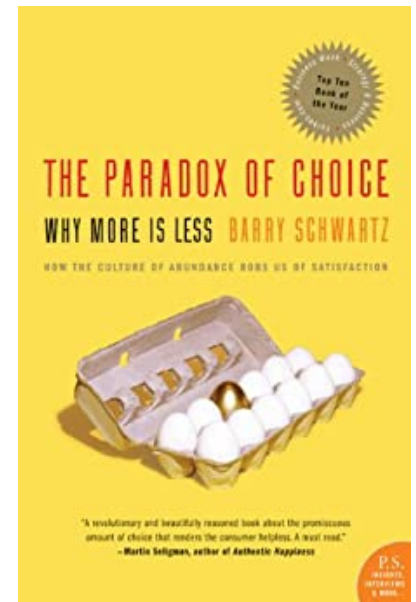


The Paradox Of Choice Book Summary (PDF) by Barry Schwartz

Ready to learn the most important takeaways from The Paradox Of Choice in less than two minutes? Keep reading!



Why This Book Matters:

The Paradox of Choice explains how an overwhelming number of decisions can make us unhappy with our final choice.

The Big Takeaways:

- 1. These days, there are many options to choose from.**
 1. If We are able to choose in every aspect of our lives, from where we shop to who is our electrician.
- 2. More options equals more decisions.**
 1. We are always able to choose. Even after we make our choices, there is always another option.
- 3. When there are an abundance of things to choose from, our chances of making the right decision decrease.**
 1. The way we make decisions is biased because we can

only look to our previous experiences as a guide.

4. When we are presented with more options, the less likely we will be happy with our decisions.

1. Knowing that we had several other choices puts immense pressure on the choice we made.

5. We can make ourselves more confident in and happy with our decisions if we give ourselves fewer options.

1. If we limit ourselves, we will feel better about the decisions we make.

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