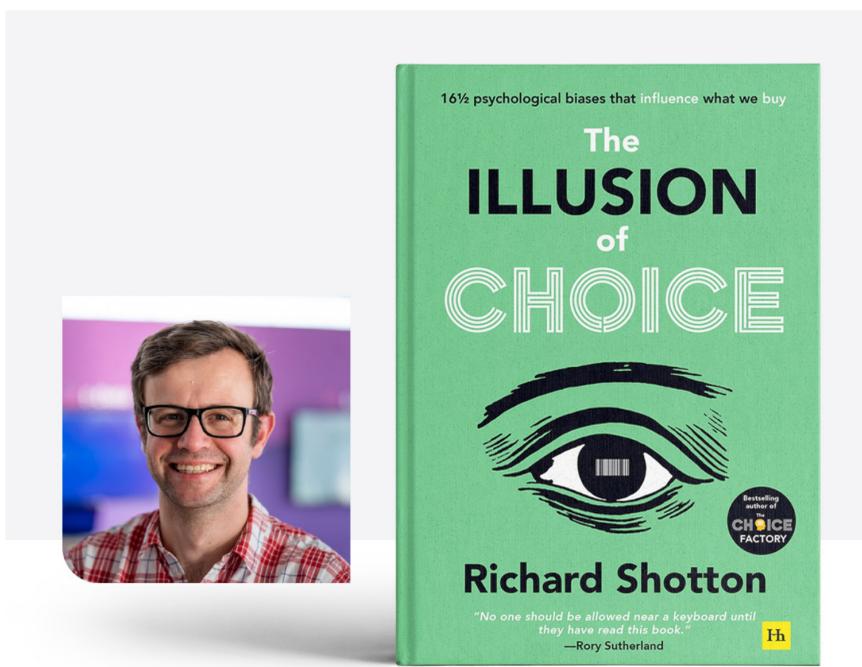


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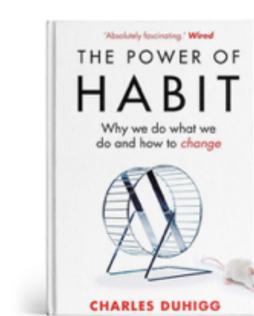
The Illusion of Choice

The Power of Behavioral Science for personal and business growth

It is an illusion we make choices consciously. Most of the choices are based on previous existing beliefs and past experiences. The reason why we do not consciously make choices repeatedly, is based on saving our thinking energy and time. But our biases can get 'rusted' over time, blocking our mind to walk new paths. Behavioral Science stimulates us to rethink our existing beliefs and habits. We must reevaluate and rethink our beliefs and behavior to open doors to new eras of behavior.

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The Power of Habits

Why we do what we do and how to change

Habits emerge in corporations and business, across societies and in people's lives. Most choices we make may feel like well-considered decisions, but they're not. They're habits. Each habit means relatively little on its own, but habits can have enormous impact on our health, productivity, financial security, and happiness. The central argument about habits is that habits can be changed, if we understand how they work.

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