

You Are Now Less Dumb: How to Conquer Mob Mentality, How to Buy Happiness, and All the Other Ways to Outsmart Yourself

By David McRaney

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The author of the bestselling *You Are Not So Smart* shares more discoveries about self-delusion and irrational thinking, and gives readers a fighting chance at outsmarting their not-so-smart brains

David McRaney's first book, *You Are Not So Smart*, evolved from his wildly popular blog of the same name. A mix of popular psychology and trivia, McRaney's insights have struck a chord with thousands, and his blog--and now podcasts and videos--have become an Internet phenomenon.

Like *You Are Not So Smart*, *You Are Now Less Dumb* is grounded in the idea that we all believe ourselves to be objective observers of reality--except we're not. But that's okay, because our delusions keep us sane. Expanding on this premise, McRaney provides eye-opening analyses of fifteen more ways we fool ourselves every day, including:

- The Misattribution of Arousal (Environmental factors have a greater affect on our emotional arousal than the person right in front of us)
- Sunk Cost Fallacy (We will engage in something we don't enjoy just to make the time or money already invested "worth it")
- Deindividuation (Despite our best intentions, we practically disappear when subsumed by a mob mentality)

McRaney also reveals the true price of happiness, why Benjamin Franklin was such a badass, and how to avoid falling for our own lies. This smart and highly entertaining book will be wowing readers for years to come.

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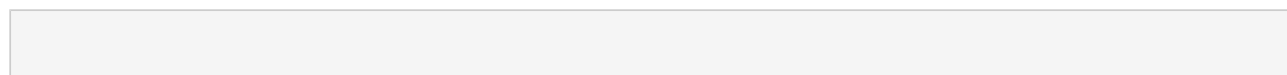
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Editorial Review

Review

Praise for **YOU ARE NOT SO SMART** by David McRaney

"Every chapter is a welcome reminder that you are not so smart — yet you're never made to feel dumb. *You Are Not So Smart* is a dose of psychology research served in tasty anecdotes that will make you better understand both yourself and the rest of us. You'll find new perspectives on your relationships with people you know, people you don't, and even brands. It turns out we're much more irrational than most of us think, so give yourself every advantage you can and read this book."

— **Alexis Ohanian, Co-Founder of Reddit.com**

"*You Are Not So Smart* is positively one of the smartest books to come by this year — no illusion there."

— **Maria Popova of Brain Pickings**

"Simply wonderful. An engaging and useful guide to how our brilliant brains can go badly wrong."

— **Richard Wiseman, bestselling author of 59 Seconds and Quirkology**

"McRaney's sweeping overview is like taking a Psych 101 class with a witty professor and zero homework."

— **Psychology Today**

"*You Are Not So Smart* [is] the go-to blog for understanding why we all do silly things."

— **Lifehacker.com**

"You'd think from the title that it might be curmudgeonly; in fact, *You Are Not So Smart* is quite big-hearted."

— **Jason Kottke, Kottke.org**

"Want to get smarter quickly? Read this book"

— **David Eagleman — neuroscientist and author of Incognito: The Secret Lives of the**

"A much-needed field guide to the limits of our so-called consciousness. McRaney presents a witty case for just how witless we all are."

— **William Poundstone — bestselling author of Are you Smart Enough to Work at Google**

"Fascinating... After reading this book, you'll never trust your brain again."

— **Alex Boese — bestselling author of Elephants on Acid and Electric Sheep**

"Deflating to a certain audience that wants to believe in exceptions, *You Are Not So Smart* is a tonic to the noxious sweetness of overachievement, an acknowledgment of ordinariness that glories in the quirks of being human without forcing them into a triumphant pyramid. That which cannot be overcome is a part as vital to the human experience as that impulse to try even harder to overcome nature. And if that fails, the flip side to a population crediting itself with falsely inflated powers of observation is that no one might notice if you, too, are not so smart."

— **The Onion A.V. Club**

“In an Idiocracy dominated by cable TV bobbleheads, government propagandists, and corporate spinmeisters, many of us know that mass ignorance is a huge problem. Now, thanks to David McRaney’s mind-blowing book, we can finally see the scientific roots of that problem. Anybody still self-aware enough to wonder why society now worships willful stupidity should read this book.”

— **David Sirota, syndicated columnist, radio host and author of “Back to Our Future**

About the Author

David McRaney is a journalist and self-described psychology nerd. He has written for several publications, including *The Atlantic* and *Psychology Today*. He lives in Hattiesburg, Mississippi.

Users Review

From reader reviews:

Lucille Wood:

What do you think about book? It is just for students since they're still students or the item for all people in the world, what the best subject for that? Just you can be answered for that question above. Every person has several personality and hobby per other. Don't to be compelled someone or something that they don't wish do that. You must know how great and also important the book *You Are Now Less Dumb: How to Conquer Mob Mentality, How to Buy Happiness, and All the Other Ways to Ou tsmart Yourself*. All type of book are you able to see on many methods. You can look for the internet resources or other social media.

Deborah Hayes:

The particular book *You Are Now Less Dumb: How to Conquer Mob Mentality, How to Buy Happiness, and All the Other Ways to Ou tsmart Yourself* will bring you to definitely the new experience of reading the book. The author style to explain the idea is very unique. In case you try to find new book to learn, this book very appropriate to you. The book *You Are Now Less Dumb: How to Conquer Mob Mentality, How to Buy Happiness, and All the Other Ways to Ou tsmart Yourself* is much recommended to you to read. You can also get the e-book from the official web site, so you can quicker to read the book.

Isabel McNeal:

People live in this new day of lifestyle always attempt to and must have the extra time or they will get great deal of stress from both everyday life and work. So , once we ask do people have extra time, we will say absolutely sure. People is human not a robot. Then we question again, what kind of activity do you possess when the spare time coming to a person of course your answer can unlimited right. Then do you try this one, reading guides. It can be your alternative throughout spending your spare time, often the book you have read will be *You Are Now Less Dumb: How to Conquer Mob Mentality, How to Buy Happiness, and All the Other Ways to Ou tsmart Yourself*.

Pete Dominguez:

On this era which is the greater man or who has ability in doing something more are more treasured than

other. Do you want to become considered one of it? It is just simple way to have that. What you must do is just spending your time not very much but quite enough to possess a look at some books. One of the books in the top collection in your reading list will be You Are Now Less Dumb: How to Conquer Mob Mentality, How to Buy Happiness, and All the Other Ways to Outsmart Yourself. This book which can be qualified as The Hungry Hillside can get you closer in getting precious person. By looking right up and review this publication you can get many advantages.

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