

**THE TRUTH
ABOUT**

MAKING SMART DECISIONS

“Get it right
every time...”

Robert E. Gunther

Collaborating Writer, Wharton on Making Decisions

Praise for ***The Truth About Making Smart Decisions***

“*The Truth About Making Smart Decisions* offers a truly valuable and entertaining journey through the complex terrain of decision making. Robert Gunther combines a writer’s gift of the pen with a keen understanding of human nature, drawing upon his own experiences, business anecdotes, and vignettes from other walks of life. His selection of traps, insights, and truths are edifying as well as amusing, and many readers will recognize themselves as he exposes our weaknesses, and occasional brilliance, as we carve the trajectory of our life one decision after the next.”

Paul J. H. Schoemaker, Ph.D.,
coauthor of *Decision Traps and Winning Decisions*

“Robert Gunther crystallizes years of expertise and insight in business writing into a book on probably life’s most important matter: decision making. How do you do it and how do you do it *much* better? He offers many tools to organize the mind and maximize your ability to be a leader and money maker.”

Rick Rickertsen, Managing Partner of Pine Creek Partners and
author of *The Buyout Book* and *Sell Your Business Your Way*

“We make decision errors predictably, and Robert Gunther offers fifty ways of taking decisions more intelligently. *The Truth About Making Smart Decisions* is a concise and actionable guide for what to consider when facing critical choice points.”

Michael Useem, Ph.D., Wharton Professor of Management and
author of *The Go Point: When It’s Time to Decide*

“If you think decision making is cut and dried, this book will make you think again. In *The Truth About Making Smart Decisions*, Robert Gunther offers challenging insights on how factors from sleep to intuition to emotions to mental models affect the quality of our decisions. He urges readers to take a broader view and raises issues that anyone should consider in making smarter decisions.”

Yoram (Jerry) Wind, Ph.D., The Lauder Professor and Wharton Professor of Marketing,
and coauthor of *The Power of Impossible Thinking*

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