



Think Again: Why Good Leaders Make Bad Decisions and How to Keep it From Happening to You

Sydney Finkelstein, Jo Whitehead, Andrew Campbell

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Why do smart and experienced leaders make flawed, even catastrophic, decisions? Why do people keep believing they have made the right choice, even with the disastrous result staring them in the face? And how can you be sure you're making the right decision--without the benefit of hindsight?

Sydney Finkelstein, Jo Whitehead, and Andrew Campbell show how the usually beneficial processes of the human mind can become traps when we face big decisions. The authors show how the shortcuts our brains have learned to take over millennia of evolution can derail our decision making. *Think Again* offers a powerful model for making better decisions, describing the key red flags to watch for and detailing the decision-making safeguards we need.

Using examples from business, politics, and history, *Think Again* deconstructs bad decisions, as they unfolded in real time, to show how you can avoid the same fate.

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