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The Art of Choosing by Sheena Iyengar, 2011. "When choice is demotivating: Can one desire too much of a good thing?" by Sheena Iyengar and Mark Lepper, Journal of Personality and Social Psychology ...

## **Sheena Iyengar: What our choices say about who we are : NPR**

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Read The Art of Choosing, and be prepared to see the options life presents you through new eyes. Heather Seggel reads and writes in Ukiah, California. The Art of Choosing By Sheena Iyengar. Twelve \$25.99 ISBN 9780446504102

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## **Book Review - The Art of Choosing by Sheena Iyengar | BookPage**

As she tours the science of choice, Ms. Iyengar takes care to be provocative rather than prescriptive. Still, "The Art of Choosing" has an instructive point: It is possible to make better choices just by being more aware of the forces that affect our choices, how the choices we make affect our well-being and how we use choice to express and create our own identities.

## **Sheena Iyengar | Books**

At TEDGlobal, she talks about both trivial choices (Coke v. Pepsi) and profound ones, and shares her groundbreaking research that has uncovered some surprising attitudes about our decisions. Sheena Iyengar studies how people choose (and what makes us think we're good at it). The art of choosing - Sheena

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