



## Decisive: How to Make Better Choices in Life and Work

By Chip Heath, Dan Heath

Download now

Read Online 

**Decisive: How to Make Better Choices in Life and Work** By Chip Heath, Dan Heath

**Chip and Dan Heath, the bestselling authors of *Switch* and *Made to Stick*, tackle one of the most critical topics in our work and personal lives: how to make better decisions.**

?

Research in psychology has revealed that our decisions are disrupted by an array of biases and irrationalities: We're overconfident. We seek out information that supports us and downplay information that doesn't. We get distracted by short-term emotions. When it comes to making choices, it seems, our brains are flawed instruments. Unfortunately, merely being aware of these shortcomings doesn't fix the problem, any more than knowing that we are nearsighted helps us to see. The real question is: How can we do better?

In *Decisive*, the Heaths, based on an exhaustive study of the decision-making literature, introduce a four-step process designed to counteract these biases. Written in an engaging and compulsively readable style, *Decisive* takes readers on an unforgettable journey, from a rock star's ingenious decision-making trick to a CEO's disastrous acquisition, to a single question that can often resolve thorny personal decisions.

Along the way, we learn the answers to critical questions like these: How can we stop the cycle of *agonizing* over our decisions? How can we make group decisions without destructive politics? And how can we ensure that we don't overlook precious opportunities to change our course??

*Decisive* is the Heath brothers' most powerful—and important—book yet, offering fresh strategies and practical tools enabling us to make better choices. Because the right decision, at the right moment, can make all the difference.

*From the Hardcover edition.*

 [Download Decisive: How to Make Better Choices in Life and W ...pdf](#)

 [Read Online Decisive: How to Make Better Choices in Life and ...pdf](#)

# Decisive: How to Make Better Choices in Life and Work

By Chip Heath, Dan Heath

**Decisive: How to Make Better Choices in Life and Work** By Chip Heath, Dan Heath

**Chip and Dan Heath, the bestselling authors of *Switch* and *Made to Stick*, tackle one of the most critical topics in our work and personal lives: how to make better decisions.**

?

Research in psychology has revealed that our decisions are disrupted by an array of biases and irrationalities: We're overconfident. We seek out information that supports us and downplay information that doesn't. We get distracted by short-term emotions. When it comes to making choices, it seems, our brains are flawed instruments. Unfortunately, merely being aware of these shortcomings doesn't fix the problem, any more than knowing that we are nearsighted helps us to see. The real question is: How can we do better?

In *Decisive*, the Heaths, based on an exhaustive study of the decision-making literature, introduce a four-step process designed to counteract these biases. Written in an engaging and compulsively readable style, *Decisive* takes readers on an unforgettable journey, from a rock star's ingenious decision-making trick to a CEO's disastrous acquisition, to a single question that can often resolve thorny personal decisions.

Along the way, we learn the answers to critical questions like these: How can we stop the cycle of *agonizing* over our decisions? How can we make group decisions without destructive politics? And how can we ensure that we don't overlook precious opportunities to change our course??

*Decisive* is the Heath brothers' most powerful—and important—book yet, offering fresh strategies and practical tools enabling us to make better choices. Because the right decision, at the right moment, can make all the difference.

*From the Hardcover edition.*

**Decisive: How to Make Better Choices in Life and Work** By Chip Heath, Dan Heath Bibliography

- Sales Rank: #34168 in eBooks
- Published on: 2013-03-26
- Released on: 2013-03-26
- Format: Kindle eBook

 [Download Decisive: How to Make Better Choices in Life and W ...pdf](#)

 [Read Online Decisive: How to Make Better Choices in Life and ...pdf](#)



## Download and Read Free Online *Decisive: How to Make Better Choices in Life and Work* By Chip Heath, Dan Heath

---

### Editorial Review

Amazon.com Review

### Q&A with Chip Heath & Dan Heath



**Q. People often feel overwhelmed by “Decisions, decisions, decisions ...” What makes us so indecisive?**

A. If you’re feeling indecisive, chances are you don’t have the right options yet. In the book we describe four key “villains” of decision-making—common traps and biases that psychologists have identified. One of them is called “narrow framing,” meaning that we tend to get stuck in one way of thinking about a dilemma, or we ignore alternatives that are available to us. With a little effort, we can break out of a narrow frame and widen our options. For instance, one expert we interviewed had a great quote: “Any time in life you’re tempted to think, ‘Should I do this OR that?,’ instead, ask yourself, ‘Is there a way I can do this AND that?’ It’s surprisingly frequent that it’s feasible to do both things.”

**Q. You show that the same decision process can be applied to many domains—health decisions, career decisions, business decisions—but doesn’t a decision “process” take way too much time?**

A. Not necessarily. In this book, we’re not interested in complex decision models or elaborate decision trees. Often the best advice is the simplest, for instance, the suggestion to “sleep on it.” That’s great advice—it helps to quiet short-term emotion that can disrupt our choices. But it still takes 8 hours, and it doesn’t always resolve our dilemmas. Many other decision aids require only a simple shift in attention. Doctors leaning toward a diagnosis are taught to check themselves by asking, “What else could this be?” And colleagues making a difficult group decision can ask, “What would convince us, six months down the road, to change our minds about this?”

**Q. Why did you call the book *Decisive*?**

A. Being decisive isn’t about making the perfect decision every time. That isn’t possible. Rather, it’s about being confident that we’ve considered the right things, that we’ve used a smart process. The two of us have met a lot of people who tell us they agonize endlessly about their decisions. They get stuck in a cycle where they just keep spinning their wheels. To escape that cycle, we often need a shift in perspective. We describe a simple technique used by former Intel chief Andy Grove to resolve one of the toughest business decisions he ever faced, one that he and his colleagues had debated for over a year. And what was this profound technique? Nothing fancier than a single, provocative question! In the book we also highlight a second

question, inspired by Grove's technique, that can often resolve personal decisions quickly and easily.

**Q. So how do I help my teenage son not to make a bad choice?**

A. Unfortunately, no one has solved that problem. But we offer some simple tools that help people give better decision advice. (Often it's easier to spot the flaws in other people's thinking than in our own.) As an example, the phrase "whether or not" is often a warning flag that someone is trapped in a narrow frame. So if your son is debating "whether or not to go to the party tonight," that's your cue to widen the options he's considering. (Horror movie? School basketball game? A head-start on trigonometry coursework?) For important decisions, even a little improvement can pay big dividends.

**Review**

"A leader's most important job is to make good decisions, which—minus perfect knowledge of the future—is tough to do consistently...The Heath brothers explain how to navigate the land mines laid by our irrational brains and improve our chances of good outcomes." *-Inc.*

**About the Author**

CHIP HEATH is a professor at the Graduate School of Business at Stanford University. He lives in Los Gatos, California. DAN HEATH is a senior fellow at Duke University's Center for the Advancement of Social Entrepreneurship (CASE). He lives in Raleigh, North Carolina. They are the bestselling authors of *Made to Stick* and *Switch*.

**Users Review**

**From reader reviews:**

**Carrie Rivas:**

Reading a publication tends to be new life style with this era globalization. With reading you can get a lot of information that can give you benefit in your life. Along with book everyone in this world can certainly share their idea. Guides can also inspire a lot of people. A great deal of author can inspire their very own reader with their story or their experience. Not only situation that share in the publications. But also they write about the ability about something that you need case in point. How to get the good score toefl, or how to teach your young ones, there are many kinds of book that exist now. The authors nowadays always try to improve their expertise in writing, they also doing some research before they write for their book. One of them is this Decisive: How to Make Better Choices in Life and Work.

**Terri Brown:**

People live in this new day of lifestyle always attempt to and must have the extra time or they will get lots of stress from both daily life and work. So , if we ask do people have free time, we will say absolutely indeed. People is human not just a robot. Then we inquire again, what kind of activity do you have when the spare time coming to a person of course your answer will probably unlimited right. Then ever try this one, reading ebooks. It can be your alternative within spending your spare time, the book you have read is Decisive: How to Make Better Choices in Life and Work.

**Randy Champion:**

In 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 one of it? It is just simple solution to have that. What you are related is just spending your time very little but quite enough to enjoy a look at some books. One of many books in the top checklist in your reading list is definitely Decisive: How to Make Better Choices in Life and Work. This book which is qualified as The Hungry Mountains can get you closer in turning into precious person. By looking up and review this book you can get many advantages.

**Bryant Booher:**

That e-book can make you to feel relax. This specific book Decisive: How to Make Better Choices in Life and Work was bright colored and of course has pictures on there. As we know that book Decisive: How to Make Better Choices in Life and Work has many kinds or style. Start from kids until teenagers. For example Naruto or Detective Conan you can read and think you are the character on there. So , not at all of book tend to be make you bored, any it offers up you feel happy, fun and chill out. Try to choose the best book for yourself and try to like reading that will.

**Download and Read Online Decisive: How to Make Better Choices in Life and Work By Chip Heath, Dan Heath #B6DA4WR9UT2**

# **Read Decisive: How to Make Better Choices in Life and Work By Chip Heath, Dan Heath for online ebook**

Decisive: How to Make Better Choices in Life and Work By Chip Heath, Dan Heath Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Decisive: How to Make Better Choices in Life and Work By Chip Heath, Dan Heath books to read online.

## **Online Decisive: How to Make Better Choices in Life and Work By Chip Heath, Dan Heath ebook PDF download**

**Decisive: How to Make Better Choices in Life and Work By Chip Heath, Dan Heath Doc**

**Decisive: How to Make Better Choices in Life and Work By Chip Heath, Dan Heath Mobipocket**

**Decisive: How to Make Better Choices in Life and Work By Chip Heath, Dan Heath EPub**

**B6DA4WR9UT2: Decisive: How to Make Better Choices in Life and Work By Chip Heath, Dan Heath**