



# Free Market Madness: Why Human Nature is at Odds with Economics--and Why it Matters

*Peter A. Ubel*

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Humans just aren't entirely rational creatures.

We decide to roll over and hit the snooze button instead of going to the gym. We take out home loans we can't possibly afford. And did you know that people named Paul are more likely to move to St. Paul than other cities? All too often, our subconscious causes us to act against our own self-interest.

But our free-market economy is based on the assumption that we always do act in our own self-interest. In this provocative book, physician Peter Ubel uses his understanding of psychology and behavior to show that in some cases government must regulate markets for our own health and well-being. And by understanding and controlling the factors that go into our decisions, big and small, we can all begin to stop the damage we do to our bodies, our finances, and our economy as a whole.

Ubel's vivid stories bring his message home for anyone interested in improving the way our society works.

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Playing with family in a very park, coming to see the sea world or hanging out with pals is thing that usually you could have done when you have spare time, after that why you don't try factor that really opposite from that. One activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love Free Market Madness: Why Human Nature is at Odds with Economics--and Why it Matters, you may enjoy both. It is good combination right, you still would like to miss it? What kind of hangout type is it? Oh can occur its mind hangout folks. What? Still don't get it, oh come on its known as reading friends.

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