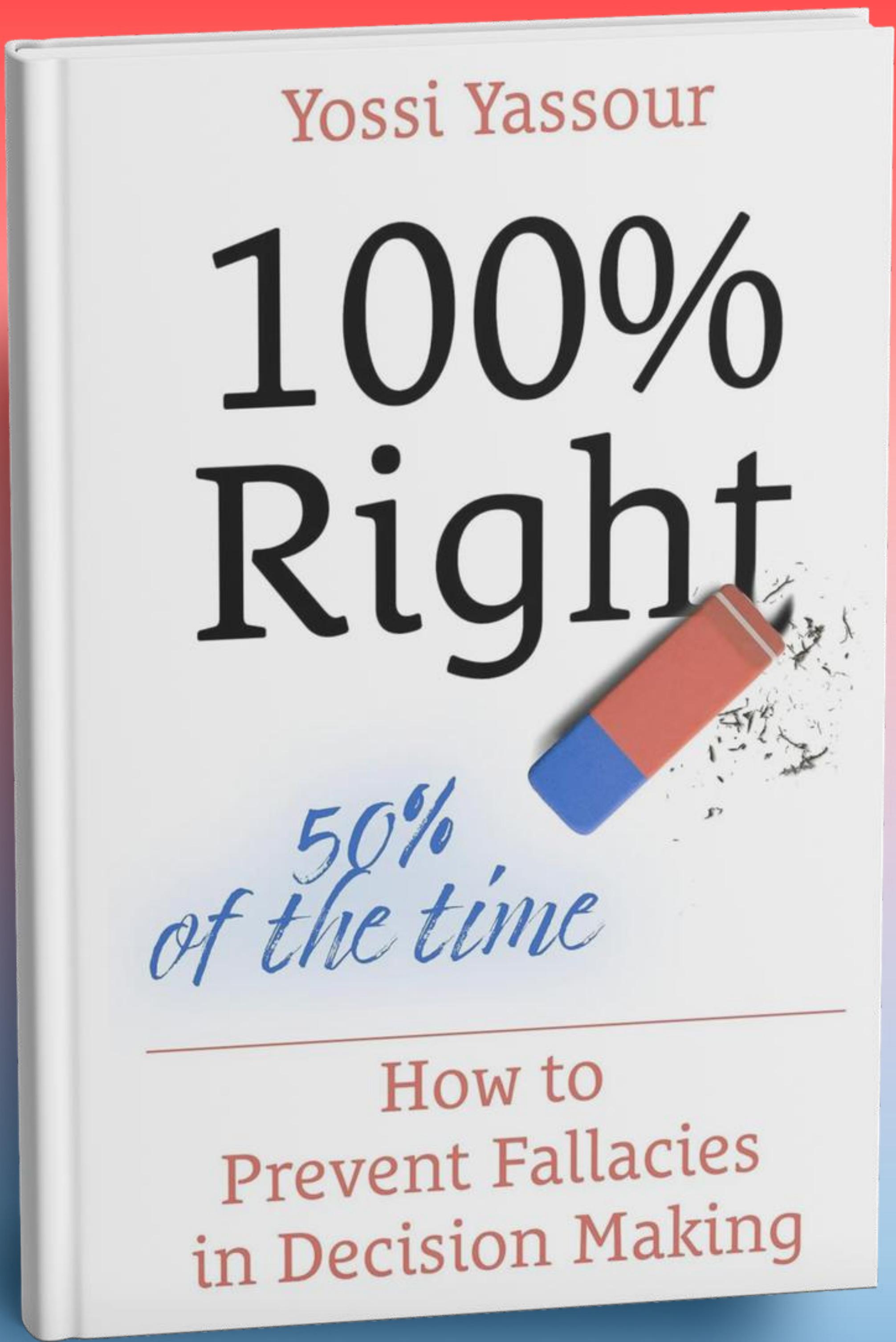


Why do we feel
100% confident while being
right only 50% of the time?

ABOUT THE BOOK

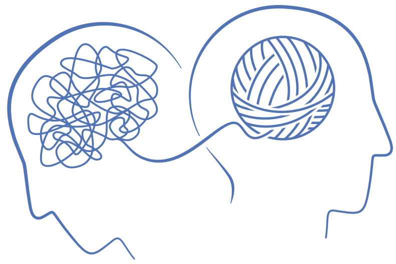
We believe we're rational. We trust our instincts. We make calculated decisions based on facts and figures. Yet the reality is far more humbling: most of us are right approximately 50% of the time, despite feeling 100% confident in our choices.

This gap between confidence and accuracy is not random—it's systematic and predictable. It stems from cognitive biases, heuristics, and logical fallacies hardwired into human thinking. From how we miscalculate probabilities to how emotion overrides logic, our minds are full of mental shortcuts that led our ancestors to survival but now lead us to poor decisions about money, relationships, health, and career.

100% Right 50% of the Time is a comprehensive guide to understanding and preventing the systematic errors that sabotage decision-making. Drawing on decades of research from behavioral economists Daniel Kahneman and Amos Tversky, the book synthesizes academic theory with accessible, real-world examples. Through six thematic sections, it maps the entire landscape of human decision errors— from probabilistic failures and overconfidence to risk perception, logic flaws, and the powerful role of emotion and intuition.

Comparable to Daniel Kahneman's Thinking, Fast and Slow, Dan Ariely's Predictably Irrational, and Richard Thaler's Misbehaving, this book appeals to business professionals, financial sector readers, healthcare providers, law and policy makers, students, and anyone seeking to understand and prevent their own cognitive blind spots. The accessible, narrative-driven approach makes behavioral economics relevant to both specialists and general readers.

Genre: Behavioral Economics / Decision Science / Self-Improvement | Complete Manuscript 61,000 Words

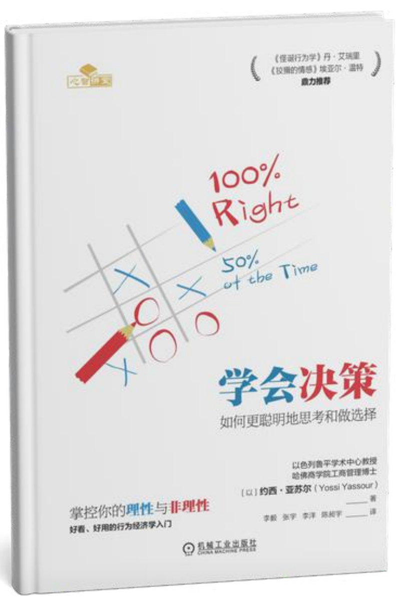


WHAT YOU'LL LEARN

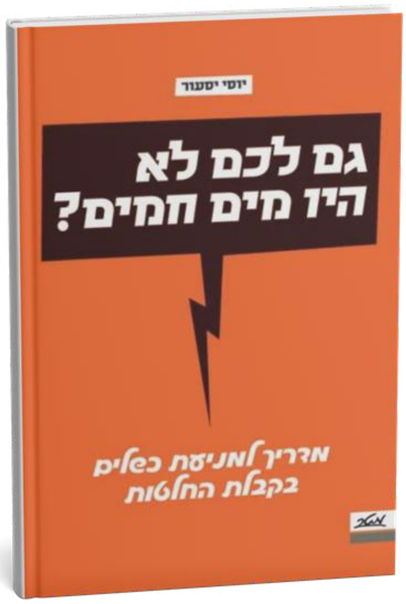
- **The Reference Point:** Our sense of success or failure is not determined by objective status but by the point relative to which we measure ourselves. A $100,000 salary feels like failure if we expected $150,000, and like success if we feared joblessness.
- **Loss Aversion:** The pain of losing $100 is roughly twice as intense as the pleasure of gaining $100. This fundamental asymmetry explains why we cling to losing positions, avoid profitable risks, and often make poor financial decisions.
- **The Dual-Process Model:** Our minds operate through two systems—System 1 (fast, intuitive, emotional) and System 2 (slow, analytical, rational). Errors occur when System 1 hijacks our judgment and System 2 fails to intervene.
- **Plus:** The gambler's fallacy, availability bias, anchoring effects, overconfidence bias, ambiguity aversion, risk homeostasis, framing effects, attraction effects, the zero illusion, regret versus disappointment, mental accounting, and practical nudges that reshape behavior.

Each chapter concludes with practical "Conclusions" and actionable frameworks— calibration tests, verbal probability tables, value functions, and mental exercises. The result is a toolkit for increasing your "hit rate" in career, finance, relationships, and health.

INTERNATIONAL SUCCESS



Chinese Edition



Hebrew Edition

ABOUT THE AUTHOR

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Decision Theory Expert | Behavioral Economics Scholar | Professor | Harvard University Alumnus | Author

Yossi Yassour is a professor and scholar with deep expertise in decision theory and behavioral economics. He studied under Howard Raiffa at Harvard University, one of the pioneers of modern decision analysis. Over decades as an academic and cross-cultural traveler, Yassour has accumulated rich firsthand experience observing how human psychology manifests across societies and professional contexts. His writing is distinguished by the ability to bridge rigorous academic research with deeply personal anecdotes and humor, making complex behavioral concepts accessible to all readers.

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