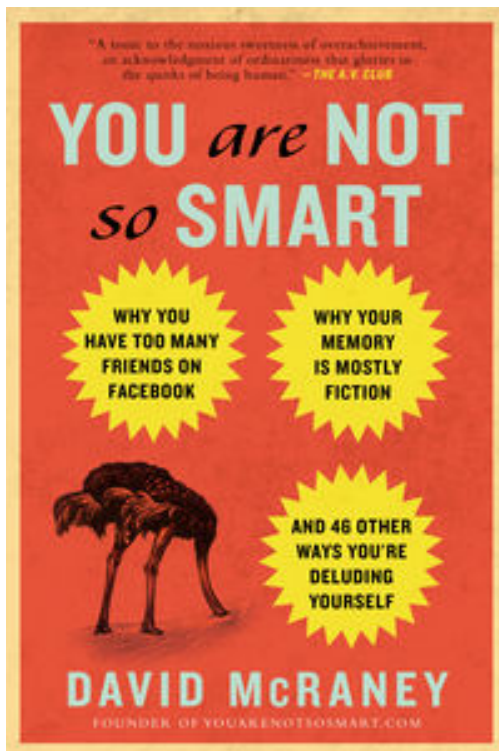


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Based on the popular blog of the same name, *You Are Not So Smart* collects more than 46 of the lies we tell ourselves everyday, including:

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all along. Confirmation bias - Our brains resist new ideas, instead paying attention only to findings that reinforce our preconceived notions. Brand loyalty - We reach for the same brand not because we trust its quality but because we want to reassure ourselves that we made a smart choice the last time we bought it.

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