

Drunk Tank Pink: And Other Unexpected Forces That Shape How We Think, Feel, And Behave By Adam Alter

By Adam Alter

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ADAM ALTER joined New York University Stern School of Business as an Assistant Professor of Marketing with an affiliated appointment in NYU's Psychology Department in

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Today Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel and Behave goes on sale. The author is NYU Assistant Professor of Marketing Adam

From the Publisher Advance Praise for Drunk Tank Pink: "Alter not only explains the source of many cognitive quirks, but convincingly argues that comprehending them

Penguin Press. Drunk Tank Pink: And Other Unexpected Forces That Shape How We Think, Feel, and Behave Adam Alter Penguin Press, 2013 (\$20) At the 2004 Summer Olympics

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They say seeing is believing, but what you see isn't all that there is. We make judgments based on how people look or sound and are otherwise affected by outside

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Oct 29, 2013 Adam Alter hails from South Africa and is a professor at the NYU Stern School of Business. Drunk Tank Pink: And Other Unexpected Forces that

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