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plan but instead just  
gives tips on things to  
think about when  
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is subtitled: Why our Decisions Get Derailed and How We Can Stick to the Plan however I believe that it doesn't really get into "how" we can stick to the plan but instead just gives tips on things to think about when you're making decisions.

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Why do so many of our decisions go awry?

Francesca Gino says the answer might be staring at us in the mirror. In *Sidetracked*, she reveals the many forces that distract our attention, distort our reasoning, and ultimately lead us astray. Reading this rich mix of experimental evidence and lively stories will help you rethink—and improve—how you



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realize it but simple, irrelevant factors can have profound consequences on your decisions and behavior, often diverting you from your original plans and desires.

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**Sidetracked : why**

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Written from a  
psychological  
perspective and  
background,  
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Decisions Get Derailed,  
and How We Can Stick  
to the Plan helps  
provide essential  
information on how  
individuals and  
businesses can  
understand human  
interaction and its

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Francesca Gino  
Harvard Business  
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Jennifer Fang.

Overview. The adage  
“the best laid plans of  
mice and men often go  
awry” succinctly  
summarizes the  
difficulties of executing  
even the most well  
conceived plans.

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You may not realize it  
but simple, irrelevant  
factors can have  
profound  
consequences on your

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plans and desires.

Sidetracked will help  
you identify and avoid  
these influences so the  
decisions you make do  
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to the Plan , behavioral  
scientist and HBS  
Associate Professor  
Francesca Gino  
explores the  
unexpected forces  
that...

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The three fateful  
decisions behind our  
stumbling system  
Although infections  
remain relatively low,  
epidemiologists warn  
they are on the rise,  
making the next few  
weeks a pivotal period.

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