

What Was I Thinking?: The Dumb Things We Do and How to Avoid Them

By William B. Helmreich Ph.D.

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In this in-depth exploration of the dumb things we all do and why, Helmreich sheds new light on the well-known foibles of Martha Stewart, Bill Clinton, Britney Spears, Don Imus, Eliot Spitzer, Tiger Woods and Bernie Madoff, as well as common missteps like road rage, telling your boss off, cheating, shoplifting, and lying. But this is far more than an entertaining read. Based on hundreds of interviews and exhaustive research, Helmreich concludes that this behavior isn't only a result of psychological problems. It's also based on our very culture, history, and values. Only when we understand these causes, the author says, can we begin to address our behavior and improve our lives.

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Editorial Review

Review
Any student of human behavior will enjoy this book. (*Library Journal*)

About the Author
William B. Helmreich, Ph.D. is a noted expert on the sociology of everyday life and risk behavior, and is an award-winning author of 14 books. He has been interviewed by Oprah and Larry King, and has appeared on all the major networks to discuss his work. Helmreich has also written for the *New York Times, Los Angeles Times, Newsday,* and many scholarly journals. He lives in New York, NY.

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