

**THE  
WHAT-THE-HELL!  
EFFECT**



BERMAN, CHITUC, TROWER 2017

**GOAL  
GRADIENT**



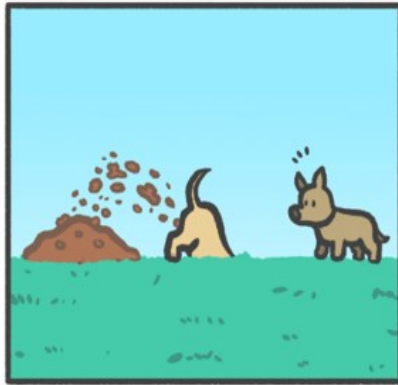
BERMAN, FOEHL, TROWER 2017

D.E. FOR DOGS:

# SUNK COST EFFECT

Duke UNIVERSITY

CENTER FOR ADVANCED HINDSIGHT



BERMAN, FOEHL, TROWER 2017

B.E. FOR DOGS:

# FRICITION

Duke UNIVERSITY

CENTER FOR ADVANCED HINDSIGHT



BERMAN, CHITUC, TROWER 2017