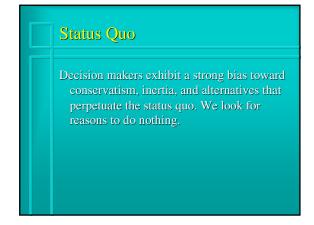




Anchoring When considering a decision, our minds are unduly influenced by the first information we find. Initial impressions and data anchor subsequent judgements







Sunk Cost Unwilling, consciously or not, to admit past mistakes, we make decisions in a way that justifies past choices.

