

FOR IMMEDIATE RELEASE

Your decisions don't have to suck. They can be awesome.

New Book—DECISIVE—shows you how the best leaders make decisions

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Take a moment. Think of an incredibly successful person? Who comes to mind? Steve Jobs, Mark Zuckerberg, Oprah Winfrey, Stephen Hawking? These successful people are/were all smart and worked hard. Yet, there's a deeper common thread that guided them and drove them forward – powerful decisions.

Marketing guru and new edge economist, Andrew Horton, has released a book that helps anyone make better decisions.

“As an executive I see too many horrible decisions. And it's frustrating that today's popular management decision making models don't get the job done”, says Horton. He adds that “To fill the gap I had to come up with a brand new approach to decision theory. One that works based on real experience from the best decision makers, and that's also an easy to apply, consistent framework.”

The new approach Horton refers to is Causal Economics, which is a new stream of the already hot area of Behavioral Economics. First published in a peer-reviewed academic journal, DECISIVE is the new book that translates its breakthrough insights into a tool executives and other leaders can use.

About the Author

Andrew Horton helps leaders change their organizations and the world through better decisions. As the founder of an exciting new stream of behavioral economics—causal economics—and an award-winning technology marketing executive with more than 20 years direct experience making big impact decisions—his perspective is unique.

His work is published in leading peer-reviewed academic journals and he is regularly called upon to make submissions and review those of others. Andrew's expertise is constantly in demand from top brands. He holds an advanced economics degree from Western University and an MBA from The Ivey School of Business.

About DECISIVE

This will help you make better decisions. It will also give you an edge as a leader by introducing you to the game changing theory of Causal Economics. Do you want to make better decisions? Do you NEED to make better decisions? Are you relying on outdated management and decision theories?

What do you dream about? If you don't yet have a driving ambition—a dream pulling you forward—it's actually decision making that will guide you to uncovering your calling. This book will help you achieve your own success, no matter where you are today.

Learn More

Worried that your decisions suck? There's professional help out there.

www.decisivebreakthrough.com

#decisive #causaleconomics #behavioraleconomics

For complimentary media review copies contact the publisher Ascerian Inc. at publisher@ascerian.com

Preview DECISIVE now on [Amazon](#).