

How to Be Efficient: Dan Ariely's 6 New Secrets to Managing Your Time

November 24, 2014

Time:

It's hard to be efficient. Sometimes it feels like the world doesn't make any sense. Sometimes you don't make any sense. And sometimes it feels like it's all a conspiracy.

As we'll see shortly, these are all, in a way, true.

Dan Ariely is the king of irrational behavior. Not that he's more irrational than you or I, but he's studied an impressive amount of it. Dan is a behavioral economist at Duke University and the New York Times bestselling author of three wonderful books. Most recently he's turned his attention to the irrationality of how we use our time and has helped create a new smart-calendar app, Timeful.

Read the whole story: [*Time*](#)