

JOCHEN MAI

Warum ich losging,
um **MILCH**
zu kaufen, und mit
einem **FAHRRAD**
nach **HAUSE** kam

Was wirklich
hinter unseren
ENTSCHEIDUNGEN
steckt

dtv
premium

Jochen Mai/Sabine Kwauka
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and Came Home with a Bicycle**

The deeper truth behind our
decisions

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ISBN 978-3-423-26131-9

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Jochen Mai

Jochen Mai is an economist/business journalist and social media expert. He has been head of the *Management and Success* section of the weekly business news magazine *WirtschaftsWoche* for eight years. His blog www.karrierebibel.de won the Lead-Award in 2009. He lives near Cologne.

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