

March 15, 2016


Dear Editor,

I am writing regarding the book by Professor Yacov Rofe, **Psychobizariness: An Intuitive Rational-Choice Theory of Madness**. Having gained familiarity with the manuscript, I can attest that Rofe's contribution represents a novel, indeed revolutionary approach for our understanding of psychopathology. The theory stands on two pillars. First, people make rational choices when faced with difficult situations, the choices often comprise bizarre behaviors popularly subsumed under 'madness'. Rofe shows that choosing madness is rational under the circumstances. Notably, choice in psychopathology obeys the same principles of rationality identified in economic theory and other branches of empirical science. Second, rational choice notwithstanding, it is typically made in an unconscious fashion. The individual is not aware of the rational roots of her or his bizarre behavior.

Rofe employs these two principles to portray a rich landscape of psychopathology looked at from a fresh perspective. Old problems in therapy as well as conceptual inconsistencies are resolved naturally within Rofe's theory.

Given the far-reaching implications of Rofe's theory in and out of psychopathology and even psychology as a whole, an unusually large audience is expected to be interested in the publication of this book.

Sincerely,



Daniel Algom

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