

Behavioral Economist Paras Panjwani Explores the Mechanics of Human Perception in Upcoming Book “Untrue but Believable”

Bridging psychological exploration with real-world interpretation, Paras Panjwani examines the behavioral insights influencing economic decision-making.

Vadodara, Gujarat May 19, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Following the release of his debut book *Shift Your Perspective: Navigating Life Through Different Perspectives*, Behavioral Economist and author Paras Panjwani is now developing his second conceptual work, *Untrue but Believable*.

The upcoming book explores how human perception is shaped by internal psychological calibration, environmental exposure, lived experiences, and subconscious interpretation. Moving beyond conventional motivational themes, the work examines the subtle mental frameworks through which individuals interpret confidence, normality, emotional response, and decision-making.

According to the conceptual direction of the project, the book focuses on the idea that people do not experience reality identically, even when exposed to similar environments. Instead, interpretation is often influenced by personal baselines formed through upbringing, repetition, social surroundings, emotional experiences, and long-term exposure to specific environments and perspectives.

Through a structured yet accessible approach, *Untrue but Believable* attempts to bridge psychological observation with behavioral-economic interpretation. The work explores how repeated exposure gradually reshapes perception, how subconscious environmental signals influence thought patterns, and how internal psychological frameworks affect the way individuals assign meaning to the world around them.

The book also examines how familiarity influences emotional response, how individuals unconsciously normalize repeated experiences, and how different environments can produce entirely different interpretations of the same reality. Several concepts within the project revolve around the relationship between exposure, interpretation, adaptation, and perception-driven behavior.

The project aligns with Panjwani’s broader work in behavioral economics and cognitive analysis, particularly in relation to behavioral insight and human decision-making patterns. His public positioning increasingly centers around behavioral interpretation, social observation, and the relationship between internal cognitive patterns and external decision-making.

Rather than positioning itself as a rigid academic text, *Untrue but Believable* maintains an accessible writing style while introducing conceptual frameworks surrounding perception, adaptation, psychological thresholds, and human interpretation. The project continues Paras Panjwani’s broader exploration into how internal perception shapes external understanding, both at an individual and societal level.

About Paras Panjwani

[Paras Panjwani](#) is a Behavioral Economist, author, and founder of Paras Panjwani Global (PPG), a global platform focused on behavioral insight, policy interpretation, and real-world decision analysis. He is the author of *Shift Your Perspective: Navigating Life Through Different Perspectives* and is known for his work exploring human perception, behavioral interpretation, and perspective-based psychology through accessible conceptual frameworks.

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