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Gut Feelings: Short Cuts to Better Decision Making (Paperback)

By Gerd Gigerenzer

Penguin Books Ltd, United Kingdom, 2008. Paperback. Book Condition: New. 196 x 128 mm. Language: English . Brand New Book. In Gut Feelings: Short Cuts to Better Decision Making psychologist and behavioural expert Gerd Gigerenzer reveals the secrets of fast and effective decision-making. A sportsman can catch a ball without calculating its speed or distance. A group of amateurs beat the experts at playing the stock market. A man falls for the right woman even though she's wrong on paper. All these people succeeded by trusting their instincts - but how does it work? As Gerd Gigerenzer explains, in an uncertain world, sometimes we have to ignore too much information and rely on our brain's short cut , or heuristic. By explaining how intuition works and analyzing the techniques that people use to make good decisions - whether it's in personnel selection or heart surgery - Gigerenzer will show you the hidden intelligence of the unconscious mind. Fascinating and provocative. Gut Feelings may well be the recipe for a simpler, less stressful life . (Sunday Times). Gigerenzer's writing is catchily optimistic and slyly funny.Devilish . (Steven Poole, Guardian). The science behind the phenomenon...



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