



Simple Heuristics That Make Us Smart

Gerd Gigerenzer, Peter M. Todd, ABC Research Group

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Simple Heuristics That Make Us Smart invites readers to embark on a new journey into a land of rationality that differs from the familiar territory of cognitive science and economics. Traditional views of rationality tend to see decision makers as possessing superhuman powers of reason, limitless knowledge, and all of eternity in which to ponder choices. To understand decisions in the real world, we need a different, more psychologically plausible notion of rationality, and this book provides it. It is about fast and frugal heuristics--simple rules for making decisions when time is pressing and deep thought an unaffordable luxury. These heuristics can enable both living organisms and artificial systems to make smart choices, classifications, and predictions by employing bounded rationality.

But when and how can such fast and frugal heuristics work? Can judgments based simply on one good reason be as accurate as those based on many reasons? Could less knowledge even lead to systematically better predictions than more knowledge? *Simple Heuristics* explores these questions, developing computational models of heuristics and testing them through experiments and analyses. It shows how fast and frugal heuristics can produce adaptive decisions in situations as varied as choosing a mate, dividing resources among offspring, predicting high school drop out rates, and playing the stock market.

As an interdisciplinary work that is both useful and engaging, this book will appeal to a wide audience. It is ideal for researchers in cognitive psychology, evolutionary psychology, and cognitive science, as well as in economics and artificial intelligence. It will also inspire anyone interested in simply making good decisions.

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Michael Moore:

Precisely why? Because this Simple Heuristics That Make Us Smart is an unordinary book that the inside of the publication waiting for you to snap it but latter it will jolt you with the secret the idea inside. Reading this book close to it was fantastic author who all write the book in such remarkable way makes the content within easier to understand, entertaining technique but still convey the meaning completely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of benefits than the other book get such as help improving your expertise and your critical thinking approach. So , still want to hesitate having that book? If I had been you I will go to the reserve store hurriedly.

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