

Simple Heuristics That Make Us Smart

Decisions: You make hundreds every day, but do you really know how they are made? When can you trust fast, intuitive judgment, and when is it biased? How can you transform your thinking to help avoid overconfidence and become a better decision maker? Thinking, Fast and Slow ...in 30 Minutes is the essential guide to quickly understanding the fundamental components of decision making outlined in Daniel Kahneman's bestselling book, Thinking, Fast and Slow. Understand the key ideas behind Thinking, Fast and Slow in a fraction of the time: Concise chapter-by-chapter synopses Essential insights and takeaways highlighted Illustrative case studies demonstrate Kahneman's groundbreaking research in behavioral economics In Thinking, Fast and Slow, Daniel Kahneman, best-selling author and recipient of the Nobel Prize in Economics, has compiled his many years of groundbreaking research to offer practical knowledge and insights into how people's minds make decisions. Challenging the standard model of judgment, Kahneman aims to enhance the everyday language about thinking to more accurately discuss, diagnose, and reduce poor judgment. Thought, Kahneman explains, has two distinct systems: the fast and intuitive System 1, and the slow and effortful System 2. Intuitive decision making is often effective, but in Thinking, Fast and Slow Kahneman highlights situations in which it is unreliable—when decisions require predicting the future and assessing risks. Presenting a framework for how these two systems impact the mind, Thinking, Fast and Slow reveals the far-reaching impact of cognitive biases—from creating public policy to playing the stock market to increasing personal happiness—and provides tools for applying behavioral economics toward better decision making. A 30 Minute Expert Summary of Thinking, Fast and Slow Designed for those whose desire to learn exceeds the time they have available, the Thinking, Fast and Slow expert summary helps readers quickly and easily become experts ...in 30 minutes.

An eye-opening look at the ways we misjudge risk every day and a guide to making better decisions with our money, health, and personal lives In the age of Big Data we often believe that our predictions about the future are better than ever before. But as risk expert Gerd Gigerenzer shows, the surprising truth is that in the real world, we often get better results by using simple rules and considering less information. In Risk Savvy, Gigerenzer reveals that most of us, including doctors, lawyers, financial advisers, and elected officials, misunderstand statistics much more often than we think, leaving us not only misinformed, but vulnerable to exploitation. Yet there is hope. Anyone can learn to make better decisions for their health, finances, family, and business without needing to consult an expert or a super computer, and Gigerenzer shows us how. Risk Savvy is an insightful and easy-to-understand remedy to our collective information overload and an essential guide to making smart, confident decisions in the face of uncertainty.

"Report of the 94th Dahlem Workshop on Heuristics and the Law, Berlin, June 6-11, 2004"—Page ii.

Thirty-five chapters describe various judgmental heuristics and the biases they produce, not only in laboratory experiments, but in important social, medical, and political situations as well. Most review multiple studies or entire subareas rather than describing single experimental studies.

Anyone who watches the television news has seen images of firefighters rescuing people from burning buildings and paramedics treating bombing victims. How do these individuals make the split-second decisions that save lives? Most studies of decision making, based on artificial tasks assigned in laboratory settings, view people as biased and unskilled. Gary Klein is one of the developers of the naturalistic decision making approach, which views people as inherently skilled and experienced. It documents human strengths and capabilities that so far have been downplayed or ignored. Since 1985, Klein has conducted fieldwork to find out how people tackle challenges in difficult, nonroutine situations. Sources of Power is based on observations of humans acting under such real-life constraints as time pressure, high stakes, personal responsibility, and shifting conditions. The professionals studied include firefighters, critical care nurses, pilots, nuclear power plant operators, battle planners, and chess masters. Each chapter builds on key incidents and examples to make the description of the methodology and phenomena more vivid. In addition to providing information that can be used by professionals in management, psychology, engineering, and other fields, the book presents an overview of the research approach of naturalistic decision making and expands our knowledge of the strengths people bring to difficult tasks.

Herbert Simon's renowned theory of bounded rationality is principally interested in cognitive constraints and environmental factors and influences which prevent people from

thinking or behaving according to formal rationality. Simon's theory has been expanded in numerous directions and taken up by various disciplines with an interest in how humans think and behave. This includes philosophy, psychology, neurocognitive sciences, economics, political science, sociology, management, and organization studies. The Routledge Handbook of Bounded Rationality draws together an international team of leading experts to survey the recent literature and the latest developments in these related fields. The chapters feature entries on key behavioural phenomena, including reasoning, judgement, decision making, uncertainty, risk, heuristics and biases, and fast and frugal heuristics. The text also examines current ideas such as fast and slow thinking, nudge, ecological rationality, evolutionary psychology, embodied cognition, and neurophilosophy. Overall, the volume serves to provide the most complete state-of-the-art collection on bounded rationality available. This book is essential reading for students and scholars of economics, psychology, neurocognitive sciences, political sciences, and philosophy.

wide criticism both from Western and Eastern scholars. This book promotes bounded rationality as the key to understanding how real people make decisions.

[Design of Modern Heuristics](#)

[Simply Rational](#)

[Phenomenology of Spirit](#)

[Intelligent Search Strategies for Computer Problem Solving](#)

[Rationality and Decision Making](#)

[The Oxford Handbook of Analytical Sociology](#)

[Simple Heuristics that Make Us Smart](#)

[Intuition in Judgment and Decision Making](#)

[How to Make Good Decisions](#)

[The Undoing Project: A Friendship That Changed Our Minds](#)

[Judgment Under Uncertainty](#)

This book, first published in 2002, compiles psychologists' best attempts to answer important questions about intuitive judgment.

Beginning with its first edition and through subsequent editions, Thinking and Deciding has established itself as the required text and important reference work for students and scholars of human cognition and rationality. In this fourth edition, first published in 2007, Jonathan Baron retains the comprehensive attention to the key questions addressed in the previous editions - how should we think? What, if anything, keeps us from thinking that way? How can we improve our thinking and decision making? - and his expanded treatment of topics such as risk, utilitarianism, Baye's theorem, and moral thinking. With the student in mind, the fourth edition emphasises the development of an understanding of the fundamental concepts in judgement and decision making. This book is essential reading for students and scholars in judgement and decision making and related fields, including psychology, economics, law, medicine, and business.

Where do new ideas come from? What is social intelligence? Why do social scientists perform mindless statistical rituals? Most importantly, what counts as adaptive thinking as our minds try to cope with the world around us?

Reveals the evolutionary science behind how and why the human brain makes snap decisions, explaining how biological programming helps and hinders modern lives and how to avoid common mistakes by understanding the factors that prompt biased choices.

*Powerful Hidden Forces (Biases) Impair Our Decisions. Here is a Comprehensive Collection Biases to Help You Understand How They Work and How to Overcome Them Are you a manager in the financial services sector, and wish to avoid a situation like the recent financial crisis? Do you know that all of us have mental blind spots which prevent us from being rational? If you have seen or read about the recent financial crisis that straddled across the globe and brought down some of the oldest and most venerated financial institutions in the world, then you need this book! In this book, I share authentic research findings on cognitive biases and how they impact our judgment. These are powerful biases that you must avoid in order to succeed. Improve Your Judgment by Knowing How Biases Work This book is a comprehensive guide on cognitive biases, with inputs from real academic research with full references. If you are a financial sector executive and want to learn how to improve decisions, then this book is for you. In this book you will: * Identify the most powerful cognitive biases that impair business and financial decisions * Understand how cognitive biases work * Learn techniques to overcome them Here are the answers to some questions you might have about this book: Q: What is this book about? A: This book is a guide on how to identify cognitive biases. In this book, you learn about powerful biases which afflict the world of business and banking. Understanding how biases work (Bias-in-Action) can help avoid these biases, and at times even use the presence of biases in our competitors to our advantage. Q: What kind of techniques will I get to learn in this book? A: This is a comprehensive collection of all empirically proven cognitive biases that impair*

our decisions. In this book, I bring out the most powerful cognitive biases that impair judgment. You will also get to learn about more biases that impair decisions in business and banking. Q: Do I need to have prior qualifications before I read this book? A: The only thing that is required is your keenness to learn. Some experience in the financial sector or knowledge of basic economics can make the grasping faster, but it is not a prerequisite. Every day that you delay is another day that you stagnate in your growth as a manager-leader. Take action now and buy this book by clicking the 'Buy now with 1-click' button

Judgment, Decision-Making, and Embodied Choices introduces a new concept of embodied choices which take sensorimotor experiences into account when limited time and resources forces a person to make a quick decision. This book combines areas of cognitive psychology and movement science, presenting an integrative approach to understanding human functioning in everyday scenarios. This is the first book focusing on the role of the gut as a second brain, introducing the link to risky behavior. The book's author engages readers by providing real-life experiences and scenarios connecting theory to practice. Discusses the role of gut feelings and the brain-gut behavior connection Demonstrates that behavior influences decision and other people's perceptions about mood or character Includes research on medical decisions and shopping decisions Illustrates how to train embodied choices

Gigerenzer is one of the researchers of behavioral intuition responsible for the science behind Malcolm Gladwell's bestseller *Blink*. Gladwell showed how snap decisions often yield better results than careful analysis. Now, Gigerenzer explains why intuitio

The Blackwell Handbook of Judgment and Decision Making is a state-of-the art overview of current topics and research in the study of how people make evaluations, draw inferences, and make decisions under conditions of uncertainty and conflict. Contains contributions by experts from various disciplines that reflect current trends and controversies on judgment and decision making. Provides a glimpse at the many approaches that have been taken in the study of judgment and decision making and portrays the major findings in the field. Presents examinations of the broader roles of social, emotional, and cultural influences on decision making. Explores applications of judgment and decision making research to important problems in a variety of professional contexts, including finance, accounting, medicine, public policy, and the law.

[Adaptive Thinking](#)

[Outsmarting Your Mind's Hard-wired Habits](#)

[BIASES and HEURISTICS](#)

[Rational Decision-Making within the Bounds of Reason](#)

[Thinking and Deciding](#)

[Taming Uncertainty](#)

[Decision Making in the Real World](#)

[Bounded Rationality](#)

[Rationality for Mortals](#)

[A 30 Minute Expert Summary](#)

[Blackwell Handbook of Judgment and Decision Making](#)

The volume *Rationality and Decision Making: From Normative Rules to Heuristics* analyses rational and irrational decision making by individuals as well as by groups. The contributors adopt methodological, logical, linguistic, psychological, historical, and evolutionary perspectives.

At the beginning of the twentieth century, H. G. Wells predicted that statistical thinking would be as necessary for citizenship in a technological world as the ability to read and write. But in the twenty-first century, we are often overwhelmed by a baffling array of percentages and probabilities as we try to navigate in a world dominated by statistics. Cognitive scientist Gerd Gigerenzer says that because we haven't learned statistical thinking, we don't understand risk and uncertainty. In order to assess risk -- everything from the risk of an automobile accident to the certainty or uncertainty of some common medical screening tests -- we need a basic understanding of statistics. Astonishingly, doctors and lawyers don't understand risk any better than anyone else. Gigerenzer reports a study in which doctors were told the results of breast cancer screenings and then were asked to explain the risks of contracting breast cancer to a woman who received a positive result from a screening. The actual risk was small because the test gives many false positives. But nearly every physician in the study overstated the risk. Yet many people will have to make important health decisions based on such information and the interpretation of that information by their doctors. Gigerenzer explains that a major obstacle to our understanding of numbers is that we live with an illusion of certainty. Many of us believe that HIV tests, DNA fingerprinting, and the growing number of genetic tests are absolutely certain. But even DNA evidence can produce spurious matches. We cling to our illusion of certainty because the medical industry, insurance companies, investment advisers, and election campaigns have become purveyors of certainty, marketing it like a commodity. To avoid confusion, says Gigerenzer, we should rely on more understandable representations of risk, such as absolute risks. For example, it is said that a mammography screening reduces the risk of breast cancer by 25 percent. But in absolute risks, that means that out of every 1,000 women who do not participate in screening, 4 will die; while out of 1,000 women who do, 3 will die. A 25 percent risk reduction sounds much more significant than a benefit that 1 out of 1,000 women will reap. This eye-opening book explains how we can overcome our ignorance of numbers and better understand the risks we may be taking with our money, our health, and our lives.

Analytical sociology is a strategy for understanding the social world. It is concerned with explaining important social facts such as network structures, patterns of residential segregation, typical beliefs, cultural tastes, and common ways of

acting. It explains such facts by detailing in clear and precise ways the mechanisms through which the social facts were brought about. Making sense of the relationship between micro and macro thus is one of the central concerns of analytical sociology. The approach is a contemporary incarnation of Robert K. Merton's notion of middle-range theory and presents a vision of sociological theory as a tool-box of semi-general theories each of which is adequate for explaining certain types of phenomena. The Handbook brings together some of the most prominent sociologists in the world. Some of the chapters focus on action and interaction as the cogs and wheels of social processes, while others consider the dynamic social processes that these actions and interactions bring about.

An examination of the cognitive tools that the mind uses to grapple with uncertainty in the real world. How do humans navigate uncertainty, continuously making near-effortless decisions and predictions even under conditions of imperfect knowledge, high complexity, and extreme time pressure? *Taming Uncertainty* argues that the human mind has developed tools to grapple with uncertainty. Unlike much previous scholarship in psychology and economics, this approach is rooted in what is known about what real minds can do. Rather than reducing the human response to uncertainty to an act of juggling probabilities, the authors propose that the human cognitive system has specific tools for dealing with different forms of uncertainty. They identify three types of tools: simple heuristics, tools for information search, and tools for harnessing the wisdom of others. This set of strategies for making predictions, inferences, and decisions constitute the mind's adaptive toolbox. The authors show how these three dimensions of human decision making are integrated and they argue that the toolbox, its cognitive foundation, and the environment are in constant flux and subject to developmental change. They demonstrate that each cognitive tool can be analyzed through the concept of ecological rationality—that is, the fit between specific tools and specific environments. Chapters deal with such specific instances of decision making as food choice architecture, intertemporal choice, financial uncertainty, pedestrian navigation, and adolescent behavior.

The central goal of this volume is to bring the learning perspective into the discussion of intuition in judgment and decision making. The book gathers recent work on intuitive decision making that goes beyond the current dominant heuristic processing perspective. However, that does not mean that the book will strictly oppose this perspective. The unique perspective of this book will help to tie together these different conceptualizations of intuition and develop an integrative approach to the psychological understanding of intuition in judgment and decision making. Accordingly, some of the chapters reflect prior research from the heuristic processing perspective in the new light of the learning perspective. This book provides a representative overview of what we currently know about intuition in judgment and decision making. The authors provide latest theoretical developments, integrative frameworks and state-of-the-art reviews of research in the laboratory and in the field. Moreover, some chapters deal with applied topics. *Intuition in Judgment and Decision Making* aims not only at the interest of students and researchers of psychology, but also at scholars from neighboring social and behavioral sciences such as economy, sociology, political sciences, and neurosciences.

A collection of papers which engage issues in the crossroads where biology, psychology, and economics meet. It considers altruism, selfishness, group selection, methodological individualism, dominance hierarchies, and other issues relating evolutionary psychology to economics.

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How do people make decisions when time is limited, information unreliable, and the future uncertain? Based on the work of Nobel laureate Herbert Simon and with the help of colleagues around the world, the Adaptive Behavior and Cognition (ABC) Group at the Max Planck Institute for Human Development in Berlin has developed a research program on simple heuristics, also known as fast and frugal heuristics. In the social sciences, heuristics have been believed to be generally inferior to complex methods for inference, or even irrational. Although this may be true in "small worlds" where everything is known for certain, we show that in the actual world in which we live, full of uncertainties and surprises, heuristics are indispensable and often more accurate than complex methods. Contrary to a deeply entrenched belief, complex problems do not necessitate complex computations. Less can be more. Simple heuristics exploit the information structure of the environment, and thus embody ecological rather than logical rationality. Simon (1999) applauded this new program as a "revolution in cognitive science, striking a great blow for sanity in the approach to human rationality." By providing a fresh look at how the mind works as well as the nature of rationality, the simple heuristics program has stimulated a large body of research, led to fascinating applications in diverse fields from law to medicine to business to sports, and instigated controversial debates in psychology, philosophy, and economics. In a single volume, the present reader compiles key articles that have been published in journals across many disciplines. These articles present theory, real-world applications, and a sample of the large number of existing experimental studies that provide evidence for people's adaptive use of heuristics.

[From Normative Rules to Heuristics](#)

[The Adaptive Toolbox](#)

[The Psychology of Intuitive Judgment](#)

[Sources of Power](#)

[Simple Heuristics in a Social World](#)

[How People Make Decisions](#)

[How to Know When Numbers Deceive You](#)

[The Foundations of Adaptive Behavior](#)

[Judgment, Decision-Making, and Embodied Choices](#)

[Making Essential Choices with Scant Information](#)

[Risk Savvy](#)

Gerd Gigerenzer's influential work examines the rationality of individuals not from the perspective of logic or probability, but from the point of view of adaptation to the real world of human behavior and interaction with the environment. Seen from this perspective, human behavior is more rational than it might otherwise appear. This work is extremely influential and has spawned an entire research program. This volume (which follows on a previous collection, *Adaptive Thinking*, also published by OUP) collects his most recent articles, looking at how people use "fast and frugal heuristics" to calculate probability and risk and make decisions. It includes a newly written, substantial introduction, and the articles have been revised and updated where appropriate. This volume should appeal, like the earlier volumes, to a broad mixture of cognitive psychologists, philosophers, economists, and others who study decision making.

Most textbooks on modern heuristics provide the reader with detailed descriptions of the functionality of single examples like genetic algorithms, genetic programming, tabu search, simulated annealing, and others, but fail to teach the underlying concepts behind these different approaches. The author takes a different approach in this textbook by focusing on the users' needs and answering three fundamental questions: First, he tells us which problems modern heuristics are expected to perform well on, and which should be left to traditional optimization methods. Second, he teaches us to systematically design the "right" modern heuristic for a particular problem by providing a coherent view on design elements and working principles. Third, he shows how we can make use of problem-specific knowledge for the design of efficient and effective modern heuristics that solve not only small toy problems but also perform well on large real-world problems. This book is written in an easy-to-read style and it is aimed at students and practitioners in computer science, operations research and information systems who want to understand modern heuristics and are interested in a guide to their systematic design and use. This book is written in an easy-to-read style and it is aimed at students and practitioners in computer science, operations research and information systems who want to understand modern heuristics and are interested in a guide to their systematic design and use. This book is written in an easy-to-read style and it is aimed at students and practitioners in computer science, operations research and information systems who want to understand modern heuristics and are interested in a guide to their systematic design and use. Where do new ideas come from? What is social intelligence? Why do social scientists perform mindless statistical rituals? This title is about rethinking rationality as adaptive thinking to understand how minds cope with their environments.

This volume of collected papers brings together applied and theoretical research on risks and decision making in the fields of medicine, psychology, and economics.

An in-depth look at how to improve decisions on major projects at the concept stage, when there is scant information available. This book describes how to evaluate judgemental information. It looks at how scant information can actually be a strength, and can help establish a broad overall perspective.

This 1991 book is a major theoretical integration of several previously isolated literatures looking at human error in major accidents.

Rules for building formal models that use fast-and-frugal heuristics, extending the psychological study of classification to the real world of uncertainty. This book focuses on classification--allocating objects into categories--"in the wild," in real-world situations and far from the certainty of the lab. In the wild, unlike in typical psychological experiments, the future is not knowable and uncertainty cannot be meaningfully reduced to probability. Connecting the science of heuristics with machine learning, the book shows how to create formal models using classification rules that are simple, fast, and transparent and that can be as accurate as mathematically sophisticated algorithms developed for machine learning.

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.

[Front-End Decision Making in Major Projects](#)

[The Science and Art of Transparent Decision Making](#)

[Heuristics and Biases](#)

[Evolutionary Psychology and Economic Theory](#)

[Heuristics and the Law](#)

[Ecological Rationality](#)

[Human Error](#)

[Calculated Risks](#)

[Classification in the Wild](#)
[Principles and Application](#)
[Thinking, Fast and Slow](#)

Major New York Times bestseller Winner of the National Academy of Sciences Best Book Award in 2012 Selected by the New York Times Book Review as one of the ten best books of 2011 A Globe and Mail Best Books of the Year 2011 Title One of The Economist's 2011 Books of the Year One of The Wall Street Journal's Best Nonfiction Books of the Year 2011 2013 Presidential Medal of Freedom Recipient Kahneman's work with Amos Tversky is the subject of Michael Lewis's *The Undoing Project: A Friendship That Changed Our Minds* In the international bestseller, *Thinking, Fast and Slow*, Daniel Kahneman, the renowned psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. The impact of overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the profound effect of cognitive biases on everything from playing the stock market to planning our next vacation—each of these can be understood only by knowing how the two systems shape our judgments and decisions. Engaging the reader in a lively conversation about how we think, Kahneman reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives—and how we can use different techniques to guard against the mental glitches that often get us into trouble. Winner of the National Academy of Sciences Best Book Award and the Los Angeles Times Book Prize and selected by The New York Times Book Review as one of the ten best books of 2011, *Thinking, Fast and Slow* is destined to be a classic.

"Brilliant. . . . Lewis has given us a spectacular account of two great men who faced up to uncertainty and the limits of human reason."

—William Easterly, *Wall Street Journal* Forty years ago, Israeli psychologists Daniel Kahneman and Amos Tversky wrote a series of breathtakingly original papers that invented the field of behavioral economics. One of the greatest partnerships in the history of science, Kahneman and Tversky's extraordinary friendship incited a revolution in Big Data studies, advanced evidence-based medicine, led to a new approach to government regulation, and made much of Michael Lewis's own work possible. In *The Undoing Project*, Lewis shows how their Nobel Prize-winning theory of the mind altered our perception of reality.

Reveals the secrets of fast and effective decision-making. This book analyses the heuristics that people actually use to make good decisions and shows us how we can become better decision-makers ourselves.

Problem-solving strategies and the nature of Heuristic information. Heuristics and problem representations. Basic Heuristic-Search procedures. Formal properties of Heuristic methods. Heuristics viewed as information provided by simplified models. Performance analysis of Heuristic methods. Abstract models for quantitative performance analysis. Complexity versus precision of admissible Heuristics. Searching with nonadmissible Heuristics. Game-playing programs. Strategies and models for game-playing programs. Performance analysis for game-searching strategies. Decision quality in game searching. Bibliography. Index.

"More information is always better, and full information is best. More computation is always better, and optimization is best." More-is-better ideals such as these have long shaped our vision of rationality. Yet humans and other animals typically rely on simple heuristics to solve adaptive problems, focusing on one or a few important cues and ignoring the rest, and shortcutting computation rather than striving for as much as possible. In this book, we argue that in an uncertain world, more information and computation are not always better, and we ask when, and why, less can be more. The answers to these questions constitute the idea of ecological rationality: how we are able to achieve intelligence in the world by using simple heuristics matched to the environments we face, exploiting the structures inherent in our physical, biological, social, and cultural surroundings.

This Handbook is a unique and original contribution of over thirty chapters on behavioural economics, examining and addressing an important stream of research where the starting assumption is that decision-makers are for the most part relatively smart or rational. This particular approach is in contrast to a theme running through much contemporary work where individuals' behaviour is deemed irrational, biased, and error-prone, often due to how people are hardwired. In the smart people approach, where errors or biases occur and when social dilemmas arise, more often than not, improving the decision-making environment can repair these problems without hijacking or manipulating the preferences of decision-makers. This book covers a wide-range of themes from micro to macro, including various sub-disciplines within economics such as economic psychology, heuristics, fast and slow-thinking, neuroeconomics, experiments, the capabilities approach, institutional economics, methodology, nudging, ethics, and public policy.

This title invites readers to discover the simple heuristics that people use to navigate the complexities and surprises of environments populated with others.

Fast and frugal heuristics - simple rules for making decisions with realistic mental resources - are presented here. Developing computational models of heuristics shows how fast and frugal heuristics can yield adaptive decisions.

[On Second Thought](#)

[Rationality in the Real World](#)

[Handbook of Behavioural Economics and Smart Decision-Making](#)

[Gut Feelings](#)

[Routledge Handbook of Bounded Rationality](#)

[How People Cope with Uncertainty](#)

[The Complete Collection of Cognitive Biases and Heuristics That Impair Decisions in Banking, Finance and Everything Else](#)

[The Intelligence of the Unconscious](#)

[Heuristics](#)

[Intelligence in the World](#)

[Thinking, Fast and Slow... in 30 Minutes](#)