

Gut Feelings: Short Cuts to Better Decision Making

1

A short version of this review can be found in [Ethical Theory and Moral Practice](#)

Gerd Gigerenzer. *Gut Feelings: Short Cuts to Better Decision Making*. Penguin Books, 2008 (1st ed. 2007). ISBN-13: 978-0141015910 £ 8.99 (paperback)

Christine Clavien
Department of Ecology and Evolution, University of Lausanne, Switzerland
e-mail: christine.clavien@unil.ch

Many birds provide parental care by following this rule: 'Feed any small bird sitting in the nest in which you have laid your eggs.' These birds do not need to recognize their own eggs and chicks in order to provide efficient care for their offspring. In an environment where the content of one's nest is almost bound to be one's own eggs and chicks, simple cognitive machinery that is less demanding than individual recognition can do the job. This is why the simplest decision-making mechanism has been selected in the course of evolution.¹ In *Gut Feelings*, Gerd Gigerenzer (director of the Center for Adaptive Behavior and Cognition at the Max Plank Institute for Human Development in Berlin) sets himself the task of showing that the human mind is constructed in a similar way: it contains a collection of domain-specific cognitive mechanisms. Psychologists term these mechanisms 'simple heuristics'. They consist in intuitive rules, such as, "Always do x when you find yourself in a situation of type y", which have evolved because they happened to help humans cope successfully with particular aspects of their environment.

Style

Gut Feelings is an introductory book on the nature of intuitive thinking and decision-making in which Gerd Gigerenzer (GG) draws on his own research as well as that of others. It is written for a general audience and as such does a remarkable job. The book is enjoyable to read (although there is a tendency to slip into self-praise); it does not require any particular background knowledge and it provides useful tips for further reading. It is a good way to begin to familiarise oneself with the main concepts and recent developments in the theory of intuitive behaviour.

To support his theoretical claims, GG addresses practical questions that have direct application to everyday life. Some of his reflections are particularly refreshing, especially when they challenge old prejudices, such as the idea that men are more rational and women more intuitive (chap. 4), or when they reveal the mechanisms underlying consumer choices (chap. 7) and voter preferences (chap. 8). Other reflections are sharp and challenging, in particular when it comes to revealing the dark side of common medical practices (chap. 9) and court decisions (chap. 10), or when his analysis reveals the uselessness of some professions such as investment adviser (chap.2) and stock forecaster (chap. 5).

¹ Of course, some of these birds might be deceived by parasitic species. Cuckoos, for example, lay their eggs in others' nests, thereby freeing themselves of the feeding task. But evolution will not bother with these cases provided they only occur occasionally. It is only if parasitism becomes recurrent that more specialised mechanisms, such as individual egg and chick recognition, will evolve.

In *Gut Feelings: Short Cuts to Better Decision Making* psychologist and behavioural expert Gerd Gigerenzer reveals the secrets of fast and effective decision-making. Buy *Gut Feelings: Short Cuts to Better Decision Making* by Gerd Gigerenzer (ISBN:) from Amazon's Book Store. Everyday low prices and free shipping. From the publisher: In *Gut Feelings: Short Cuts to Better Decision Making* psychologist and behavioural expert Gerd Gigerenzer reveals the secrets of fast and effective decision-making. Editorial Reviews. From Publishers Weekly. Gigerenzer's theories about the usefulness of *Gut Feelings: Short Cuts to Better Decision Making* Kindle Edition . by A short version of this review can be found in *Ethical Theory and Moral Practice*. Gerd Gigerenzer, *Gut Feelings: Short Cuts to Better Decision Making*,. Penguin. *Gut Feelings* is an introductory book on the nature of intuitive thinking and decision-making in which Gerd Gigerenzer (GG) draws on his own research. This book was on my things to do list for quite a while (triggered by Gladwell's *Blink* and Gigerenzer's *Risk* book) and went substantially up to the top of the list. In *Gut Feelings* psychologist and behavioural expert Gerd Gigerenzer reveals the secrets of fast and effective decision-making. Stream *Gut Feelings: short cuts to better decision making [Audio]* by LSE Podcasts from desktop or your mobile device. Yet much of our mental life is unconscious, based on processes alien to logic: gut feelings, or intuitions. In his lecture Dr Gigerenzer argues that this is why the simplest decision-making mechanism has been selected in the course of evolution. In *Gut Feelings*, Gerd Gigerenzer (director of the Center for Adaptive Behavior and Cognition) reveals the secrets of fast and effective decision-making. *Gut Feelings: Short cuts to better decision making [Book Review]* The Influence of Organizational Expectations on Ethical Decision Making. Trove: Find and get Australian resources. Books, images, historic newspapers, maps, archives and more. *Gut feelings: short cuts to better decision making*. de Gerd Gigerenzer. Notre prix : \$ Disponible. *Estimation de livraison standard au Liban dans 3 jours. the most important feature for decision making. "Gut Feelings: The Intelligence of the Unconscious" better? In his book, Gerd Gigerenzer, the former Professor of Psychology .. good to find 'short cuts' to decision making?. Gerd Gigerenzer, *Gut feelings: Short cuts to better decision making [Book Review]*. Christine Clavien *Ethical Theory and Moral Practice* 13 (1) (2010). In "Gut Feelings: Short Cuts to Better Decision Making" psychologist and behavioural expert Gerd Gigerenzer reveals the secrets of fast and effective decision-making. *Gut Feelings: Short Cuts to Better Decision Making* *Gut Feelings: The Intelligence of the Unconscious* Gerd Gigerenzer Buy *Gut Feelings: The Intelligence of the Unconscious* *Gut Feelings: Short Cuts to Better Decision Making*. This book is grounded in cutting-edge research, and its message is conveyed through compelling examples. In *Gut Feelings: Short Cuts to Better Decision Making* psychologist and behavioural expert Gerd Gigerenzer reveals the secrets of fast and effective decision-making. In the tradition of *Blink* and *Freakonomics*, *Gut Feelings* is an exploration of the myriad influences and shortcuts that shape our decisions. *Gut Feelings: Short Cuts to Better Decision Making*.

[\[PDF\] Report Forms for P-Chips](#)

[\[PDF\] Cleos Seminole: A book of Seminole Indian patchwork--with clan patterns](#)

[\[PDF\] Ayunar para Sanar \(Spanish Edition\)](#)

[\[PDF\] Le Bresil \(Histoire\) \(French Edition\)](#)

[\[PDF\] Abnormal Psychology With CD 3rd Third Edition](#)

[\[PDF\] El Tarot De Los Dioses Egipcios \(Spanish Edition\)](#)

[\[PDF\] Creating a Character: A Physical Approach to Acting \[Paperback\] \[2000\] \(Author\) Moni Yakim, Muriel B](#)