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Gut Feelings: The Intelligence of the Unconscious

Gerd Gigerenzer

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Gut Feelings: The Intelligence of the Unconscious Gerd Gigerenzer
Why is split second decision-making superior to deliberation? Gut Feelings delivers the science behind Malcolm Gladwell?s Blink

Reflection and reason are overrated, according to renowned psychologist Gerd Gigerenzer. Much better qualified to help us make decisions is the cognitive, emotional, and social repertoire we call intuition?a suite of gut feelings that have evolved over the millennia specifically for making decisions. ?Gladwell drew heavily on Gigerenzer?s research. But Gigerenzer goes a step further by explaining just why our gut instincts are so often right. Intuition, it seems, is not some sort of mystical chemical reaction but a neurologically based behavior that evolved to ensure that we humans respond quickly when faced with a dilemma? (*BusinessWeek*).

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