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Gut Feelings: The Intelligence of the Unconscious. Gerd Gigerenzer is one of the researchers of behavioral intuition responsible for the science behind Malcolm Gladwell's bestseller Blink. Gladwell showed us how snap decisions often yield better results than careful analysis.

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In the tradition of "Blink" and "Freakonomics, Gut Feelings" is an exploration of the myriad influences and factors (nature "and" nurture) that affect how the mind works, grounded in cutting-edge research and conveyed through compelling real-life examples. (source: Nielsen Book Data)

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Gut Feelings — The Intelligence of the Unconscious is basically

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about the short cuts human evolution has helped us to make faster and 'good enough' decision making. Most of the examples showcase how our unconscious and instinctual heuristic processes help us make sense in a world of 'too much information'.

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As illustrated by the recognition heuristic, the gut feeling can outperform a considerable amount of knowledge and information. f38 GUT FEELINGS Unconscious motor skills. The gut feelings of trained experts are based on unconscious skills whose execution can be impeded by overdeliberation. Cognitive limitations.

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Gut Feelings: The Intelligence of the Unconscious Written by Gerd Gigerenzer Narrated by Dick Hill 3/5 (95 ratings)

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However, again it depends on the value of the persons's "database." I recently came across an article on intuition by

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Bruce Kasanoff on Forbes. He quoted Gerd Gigerenzer, a director at the...

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Gerd Gigerenzer, author of Gut Feelings: The Intelligence of the Unconscious(Penguin, 2008), has worked with large, worldwide companies and interviewed the CEOs and top decision-makers of those...

Intuition Plays Hidden, but Important, Role at Work

Gut Feelings delivers the science behind Malcolm Gladwell's Blink Reflection and reason. Gerd Gigerenzer, Gut Feelings: Short Cuts to Better Decision Making, Penguin Books, (1st ed.) ISBN £ (paperback). In a conversation with Gerd Gigerenzer, this German psychologist looks My research indicates that gut feelings are based on simple rules of.

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