

Risk Savvy Gigerenzer Gerd

Risk Savvy A Fast and Frugal Finance Uncertainty How Big Things Get Done Nudging Going Menopostal Thinking Social Theory and Practice How to Stay Smart in a Smart World The Intelligence of Intuition Smart Management Forthcoming Books Gerd Gigerenzer William P. Forbes Kostas Kampourakis Bent Flyvbjerg Riccardo Viale Amy Alkon John Brockman Gerd Gigerenzer Gerd Gigerenzer Jochen Reb Rose Arny
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a fascinating practical guide to making better decisions with our money health and personal lives from gerd gigerenzer the author of reckoning with risk risk taking is essential for innovation fun and the courage to face the uncertainties in life yet for many important decisions we re often presented with statistics and probabilities that we don t really understand and we inevitably rely on experts in the relevant fields policy makers financial advisors doctors to analyse and choose for us but what if they don t quite understand the way the information is presented either how do we make sure we re asking doctors the right questions about proposed treatment is there a rule of thumb that could help choose the right partner this entertaining book shows us how to recognize when we don t have all the information and know what to do about it gerd gigerenzer looks at examples from every aspect of life to identify the reasons for our collective misunderstanding of the risks we face he shows how we can all use simple rules to avoid being manipulated into unrealistic fears or hopes to make better informed decisions and to learn to understand risk and uncertainty in our own lives gigerenzer is brilliant and his topic is fabulous steven pinker catchily optimistic and slyly funny guardian gerd gigerenzer is director of the center for adaptive behavior and cognition at the max planck institute for human development in berlin and former professor of psychology at the university of chicago he is the author of several books on heuristics and decision making including reckoning with risk

a fast and frugal finance bridging contemporary behavioural finance and ecological rationality adds psychological reality to classical financial reasoning it shows how financial professionals can reach better and quicker decisions using the fast and frugal framework for decision making adding dramatically to time and outcome efficiency while also retaining accuracy the book provides the reader with an

adaptive toolbox of heuristic tools and classification systems to aid real world decisions throughout financial applications are presented alongside real world examples to help readers solve established problems in finance including stock buying and selling decisions when faced with not only risk but fundamental uncertainty the book concludes by describing potential solutions to financial problems in the forefront of contemporary debates and calls for taking psychological insights seriously demonstrates how well constructed fast and frugal models can outperform standard models in time and outcome efficiency focuses on how financial decisions are made in reality using heuristics rather than how such decisions should be made discusses how cognition and the decision making context interact in producing fast and frugal choices that follow ecological rationality explores the development of decision making trees in finance to aid in decision making

anti evolutionists climate denialists and anti vaxxers among others question some of the best established scientific findings by referring to the uncertainties in these areas of research uncertainty how it makes science advance shows that uncertainty is an inherent feature of science that makes it advance by motivating further research

best books of the year the financial times and the economist shortlisted for the financial times and schroders business book of the year award 2023 world expert bent flyvbjerg and bestselling author dan gardner reveal the secrets to successfully planning and delivering ambitious projects on any scale important timely instructive and entertaining daniel kahneman bestselling author of thinking fast and slow nothing is more inspiring than a big vision that becomes a triumphant new reality think of how apple s ipod went from a project with a single employee to an enormously successful product launch in eleven months but such successes are the exception consider how london s crossrail project delivered five years late and billions over budget more modest endeavours whether launching a small business organizing a conference or just finishing a work project on time also commonly fail why understanding what distinguishes the triumphs from the failures has been the life s work of oxford professor bent flyvbjerg in how big things get done he identifies the errors that lead projects to fail and the research based principles that will make yours succeed understand your odds if you don t know them you won t win plan slow act fast getting to the action quick feels right but it s wrong think right to left start with your goal then identify the steps to get there find your lego big is best built from small master the unknown unknowns most think they can t so they fail flyvbjerg shows how you can full of vivid examples ranging from the building of the sydney opera house to the making of the latest pixar blockbusters how big things get done reveals how to get any ambitious project done on time and on budget entertaining compelling there are lessons here for managers of all stripes the economist

how nudges by government can empower citizens without manipulating their preferences or exploiting their biases we re all familiar with the idea of nudging using behavioral mechanisms to encourage people to make certain choices popularized by richard thaler and cass sunstein in their bestselling 2008 book nudge this approach also known as libertarian paternalism goes beyond typical programs that simply provide

information and incentives nudges can range from automatic enrollment in a pension plan to flu shot scheduling in nudging riccardo viale explores the evolution of nudging and proposes new approaches that would empower citizens without manipulating them paternalistically he shows that we can use the tools of the behavioral sciences without abandoning the principle of conscious decision making viale discusses the work of herbert simon gerd gigerenzer daniel kahneman and amos tversky that laid the foundation of behavioral economics describes how policy makers have sought to help people avoid bad decisions offers examples of effective nudging and considers how to nudge the nudgers how can we tell good nudges from bad nudges viale explains that good nudges help us avoid bias and encourage deliberate decision making bad nudges on the other hand use bias to nudge people unconsciously into unintentional behaviors bad nudges attempt to compel decisions based on economic rationality good nudges encourage decisions based on a pragmatic adaptive ecological kind of rationality policy makers should take note

this is a rigorous and meticulous guide to everything related to menopause alkon does a tremendous job of breaking down scientific facts for everyday readers her smart thoughtful accounts of her own experiences lend a feeling of camaraderie to the book kirkus reviews half of the population the female half is getting healthcare based on medical myth rather than evidence going menopausal is amy alkon s mission to change that this book started with a flash alkon s first hot flash drenching night sweats insomnia and brain fog soon followed along with shame at feeling bewilderingly enraged at everyone and everything alkon an award winning science columnist and author wanted to turn to her doctor but there was a problem more than half of the medical care we get in the us may not be based on or supported by adequate evidence according to the us national academy of medicine knowing this alkon began a deep dive into the research on menopause and perimenopause the 3 to 10 years leading up to menopause when women s symptoms are widely ignored dismissed and misdiagnosed despite doctors having every intention of helping their patients she was shocked by what she found most gynecology departments lack even one doctor with training and expertise in menopausal and perimenopausal medicine and they expect their maternity and general reproductive health specialists to treat these conditions outside their scope of practice without informing patients a violation of medical ethics perimenopause is wrongly viewed and treated as menopause lite a time of lowered estrogen levels when estrogen levels actually soar making many women miserably symptomatic few doctors know that symptomatic perimenopausal women actually tend to lack progesterone and that replacing it with safe fda approved progesterone would alleviate their insomnia hot flashes and other suffering and counteract cell overgrowth that can lead to breast and endometrial cancer many doctors deny estrogen to their menopausal patients unaware of current research showing that estrogen not only alleviates symptoms but protects against cardiovascular disease soon to kill 1 in 3 women bone fractures metabolic syndrome and more findings from studies done largely on middle class white women are wrongly applied to black women and other women of color ignoring crucial differences such as generally lower triglyceride levels in black women that can make heart disease harder to detect this meticulously researched book is written in clear everyday language that you don t need the slightest science background

to understand along with alkon's signature dark humor alkon equips you with the exact words to confidently ask critical questions and motivate your doctor to partner with you and treat you appropriately instead of giving you the treatment her favorite bus driver got told by her doctor to just wait out her raging insomnia night sweats and hot flashes alkon's ultimate goal empowering all women with the science and strategies they need to get the evidence based care they expect and deserve

unlock your mind from the bestselling authors of thinking fast and slow the black swan and stumbling on happiness comes a cutting edge exploration of the mysteries of rational thought decision making intuition morality willpower problem solving prediction forecasting unconscious behavior and beyond edited by john brockman publisher of edge.org the world's smartest website the guardian thinking presents original ideas by today's leading psychologists neuroscientists and philosophers who are radically expanding our understanding of human thought contributors include daniel kahneman on the power and pitfalls of human intuition and unconscious thinking daniel gilbert on desire prediction and why getting what we want doesn't always make us happy Nassim Nicholas Taleb on the limitations of statistics in guiding decision making vilayanur ramachandran on the scientific underpinnings of human nature simon baron cohen on the startling effects of testosterone on the brain daniel c. dennett on decoding the architecture of the normal human mind sarah jayne blakemore on mental disorders and the crucial developmental phase of adolescence jonathan haidt sam harris and roy baumeister on the science of morality ethics and the emerging synthesis of evolutionary and biological thinking gerd gigerenzer on rationality and what informs our choices

enlightening impassioned powerful the times from dating apps and self driving cars to facial recognition and the justice system the increasing presence of ai has been widely championed but there are limitations and risks too in this book gigerenzer shows how humans are often the greatest source of uncertainty and when people are involved unwavering trust in complex algorithms can become a recipe for disaster we need now more than ever to arm ourselves with knowledge that will help us make better decisions in a digital age filled with practical examples and cutting edge research how to stay smart in a smart world examines the growing role of ai at all levels of daily life with refreshing clarity this book is a life raft in a sea of information and an urgent invitation to actively shape the world in which we want to live masterful an essential read gary klein author of sources of power one of the world's most eminent psychologists spectator

people often confuse intuition with a sixth sense or the arbitrary judgments of inept decision makers in this book gerd gigerenzer analyzes the war on intuition in the social sciences beginning with gendered perceptions of intuition as female followed by opposition between biased intuition and logical rationality popularized in two system theories technological paternalism amplifies these views arguing that human intuition should be replaced by perfect algorithms in opposition to these beliefs this book proposes that intuition is a form of unconscious intelligence based on years of experience that evolved to deal with uncertain and dynamic situations where logic and big data algorithms are

of little benefit gigerenzer introduces the scientific study of intuition and shows that intuition is not irrational caprice but is instead based on smart heuristics researchers students and general readers with an interest in decision making heuristics and biases cognitive psychology and behavioral public policy will benefit

why successful leaders must embrace simple strategies in an increasingly uncertain and complex world making decisions is one of the key tasks of managers leaders and professionals in smart management jochen reb shenghua luan and gerd gigerenzer demonstrate how business leaders can utilize heuristics simple decision making strategies adapted to the task at hand in a world that has become increasingly volatile uncertain complex and ambiguous vuca the authors make the case against complex analytical methods that quickly reach their limits this against the grain approach leads to decisions that are not only faster but also more accurate transparent and easier to learn about communicate and teach smart management offers an evidence based yet practical discussion of how business leaders can use smart heuristics to make good decisions in a vuca world building on the fast and frugal heuristics program smart management demonstrates the efficacy of heuristic decision making in a twofold approach first it introduces the concept of ecological rationality which prescribes the environmental conditions under which specific heuristics work well second the book describes a repertoire of heuristics referred to as the adaptive toolbox that leaders managers and professionals can develop and rely on to make a variety of decisions such as on business strategy negotiation and personnel selection the toolbox not only showcases the practical usefulness of these heuristics but also inspires readers to discover and develop their own smart heuristics

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