

Gut Feelings

Gerd Gigerenzer

The Intelligence of the Unconscious

READ BY DICK HILL

How does intuition work? What lies behind our moral behavior if not reflection and reasoning? How can simple "rules of thumb" help amateurs beat the stock market, outfielders catch a fly ball, parents choose a school, or lovers choose a mate?

Gerd Gigerenzer, a director at the Max Planck Institute for Human Development whose breakthrough research was a major source for Malcolm Gladwell's *Blink*, takes us step-by-step through the science of good decision making. The trick is not to amass information but to discard it: to know intuitively what one doesn't need to know. Gigerenzer frees us from the jargon of experts and the drudgery of pros-and-cons lists. Instead, he suggests that we hone the cognitive, emotional, and social repertoire we've evolved over the millennia.

This repertoire consists of rules of thumb that, unlike the rules of theoretical logic, have evolved expressly to cope with the human experience. Social intelligence, for example, relies on powerful intuitive tools, including trust, deception, identification, rumor, wishful thinking, and cooperation. Social and political change, good or bad, often originates from these factors rather than from lucid reasoning.

In wry, accessible prose and in the tradition of *Blink* and *Freakonomics*, *Gut Feelings* provides us with a brilliant exploration of what makes us tick.

Gerd Gigerenzer is director of the Center for Adaptive Behavior and Cognition at the Max Planck Institute for Human Development in Berlin and a former professor of psychology at the University of Chicago. He is the author of *Calculated Risks*, the German translation of which won the Scientific Book of the Year Prize in 2002.

Reader of over 200 audiobooks, Dick Hill has won three coveted Audie Awards. He is also the recipient of several *AudioFile* Earphones Awards. *AudioFile* includes Dick on their prestigious list of Golden Voices. His audiobooks include the *New York Times* bestseller *Second Chance* by Zbigniew Brzezinski.



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