



How We Decide

Jonah Lehrer

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The first book to use the unexpected discoveries of neuroscience to help us make the best decisions

Since Plato, philosophers have described the decision-making process as either rational or emotional: we carefully deliberate, or we “blink” and go with our gut. But as scientists break open the mind’s black box with the latest tools of neuroscience, they’re discovering that this is not how the mind works. Our best decisions are a finely tuned blend of both feeling and reason—and the precise mix depends on the situation. When buying a house, for example, it’s best to let our unconscious mull over the many variables. But when we’re picking a stock, intuition often leads us astray. The trick is to determine when to use the different parts of the brain, and to do this, we need to think harder (and smarter) about how we think.

Jonah Lehrer arms us with the tools we need, drawing on cutting-edge research as well as the real-world experiences of a wide range of “deciders”—from airplane pilots and hedge fund investors to serial killers and poker players.

Lehrer shows how people are taking advantage of the new science to make better television shows, win more football games, and improve military intelligence. His goal is to answer two questions that are of interest to just about anyone, from CEOs to firefighters: How does the human mind make decisions? And how can we make those decisions better?

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Playing with family in the park, coming to see the marine world or hanging out with good friends is thing that usually you could have done when you have spare time, then why you don't try issue that really opposite from that. A single activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love How We Decide, you could enjoy both. It is great combination right, you still want to miss it? What kind of hang type is it? Oh occur its mind hangout guys. What? Still don't get it, oh come on its known as reading friends.

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