



Gut Feelings: The Intelligence of the Unconscious

By Gerd Gigerenzer

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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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Gut Feelings: The Intelligence of the Unconscious By Gerd Gigerenzer Bibliography

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Editorial Review

From Publishers Weekly

Gigerenzer's theories about the usefulness of mental shortcuts were a small but crucial element of Malcolm Gladwell's bestseller *Blink*, and that attention has provided the psychologist, who is the director of the Max Planck Institute for Human Development in Berlin, the opportunity to recast his academic research for a general audience. The key concept—rules of thumb serve us as effectively as complex analytic processes, if not more so—is simple to grasp. Gigerenzer draws on his own research as well as that of other psychologists to show how even experts rely on intuition to shape their judgment, going so far as to ignore available data in order to make snap decisions. Sometimes, the solution to a complex problem can be boiled down to one easily recognized factor, he says, and the author uses case studies to show that the Take the Best approach often works. Gladwell has in turn influenced Gigerenzer's approach, including the use of catchy phrases like the zero-choice dinner and the fast and frugal tree, and though this isn't quite as snappy as *Blink*, well, what is? Closing chapters on moral intuition and social instincts stretch the central argument a bit thin, but like the rest will be easily absorbed by readers. Illus. (July 9)

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From [Booklist](#)

Trust your hunches, for intuition does have an underlying rationale, according to this accessible account from a German scientist of human cognition. Permeated with everyday scenarios, such as picking stocks, schools, or spouses, the book adopts an evolutionary perspective of how people act on the basis of incomplete information (usually successfully). He sets the table with an example of a baseball player pursuing a fly ball, who relies not on conscious calculation but on an evolved "gaze heuristic" to make the catch. Definitions of such rules of thumb dot the text, which Gigerenzer embeds amid his presentations of studies that indicate, for example, that financial analysts don't predict markets any better than partially informed amateurs. Explaining this as an outcome of a "recognition heuristic," Gigerenzer argues that knowing a little rather than everything about something is sufficient to take action on it. He forges on into medicine, law, and moral behavior, succeeding in the process in converting a specialized topic into a conduit for greater self-awareness among his readers. Taylor, Gilbert

Review

"Logic be damned! See how doctors really make tough diagnoses, how police spot drug couriers, and more. Gigerenzer delivers a convincing argument for going with your gut."

"MEN'S HEALTH"

"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."

"BUSINESS WEEK"

"Memorable. Clever. Gerd Gigerenzer, director of the Max Planck Institute for Human Development in Berlin, locates specific strategies that the unconscious mind uses to solve problems. These are not impulsive or capricious responses, but evolved methods that lead to superior choices. In short chapters, using vivid examples and ordinary language, Gigerenzer explains how an outfielder catches a fly ball not by complex calculations but by unconsciously adjusting his running speed so that the angle of his gaze at the ball remains constant. In problem-solving, having too much information is often as harmful as having too little; having just enough information works best."

"THE BOSTON GLOBE"

"There are lots of good, solid reasons to trust your instincts, says Gerd Gigerenzer, who was among the researchers behind BLINK. The decisions they give rise to are usually sound. Without intuition, he says, we would drown in a sea of data points."

"TIME"

"Goes beyond Gladwell's "BLINK" to reveal the evolutionary basis of intuition"

"SEED"

"Winning blend of anecdotal and scientific evidence"

"HARTFORD COURANT"

"Converts aspecialized topic into a conduit for greater self-awareness among his readers."

"BOOKLIST"

"A pleasing, edifying tour of territory that has long been dark and unexplored. Gigerenzer's prose is lively and evocative"

"KIRKUS"

a Before his research, this was a topic dismissed as crazed superstition. Gigerenzer is able to show how aspects of intuition work and how ordinary people successfully use it in modern life.a

a"The New York Times"

a Goes beyond Gladwell's Blink to reveal the evolutionary basis of intuition.a

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?"Men's Health"

Users Review

From reader reviews:

Christopher Jaeger:

Book is to be different for every grade. Book for children until adult are different content. As you may know that book is very important normally. The book Gut Feelings: The Intelligence of the Unconscious has been

making you to know about other know-how and of course you can take more information. It is extremely advantages for you. The publication Gut Feelings: The Intelligence of the Unconscious is not only giving you far more new information but also to be your friend when you truly feel bored. You can spend your spend time to read your reserve. Try to make relationship while using book Gut Feelings: The Intelligence of the Unconscious. You never feel lose out for everything when you read some books.

Wilma Tovar:

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David Saenz:

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Iva Simmon:

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