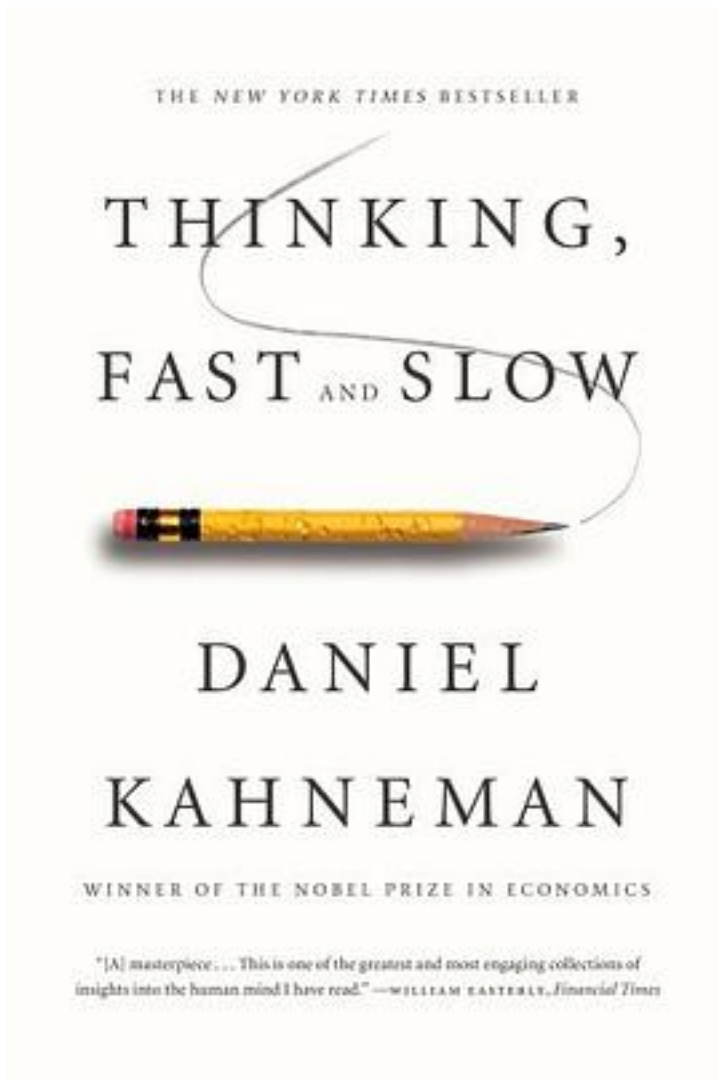


Thinking, Fast and Slow



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著者:[美] Daniel Kahneman

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The guru to the gurus at last shares his knowledge with the rest of us. Nobel laureate Daniel Kahneman's seminal studies in behavioral psychology, behavioral economics, and happiness studies have influenced numerous other authors, including Steven Pinker and Malcolm Gladwell. In *Thinking, Fast and Slow*, Kahneman at last offers his own, first book for the general public. It is a lucid and enlightening summary of his life's work. It will change the way you think about thinking.

Two systems drive the way we think and make choices, Kahneman explains: System One is fast, intuitive, and emotional; System Two is slower, more deliberative, and more logical. Examining how both systems function within the mind, Kahneman exposes the extraordinary capabilities as well as the biases of fast thinking and the pervasive influence of intuitive impressions on our thoughts and our choices. Engaging the reader in a lively conversation about how we think, he shows where we can trust our intuitions and how we can tap into the benefits of slow thinking, contrasting the two-system view of the mind with the standard model of the rational economic agent.

Kahneman's singularly influential work has transformed cognitive psychology and launched the new fields of behavioral economics and happiness studies. In this path-breaking book, Kahneman shows how the mind works, and offers practical and enlightening insights into how choices are made in both our business and personal lives--and how we can guard against the mental glitches that often get us into trouble.

作者介绍:

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标签

心理学

英文原版

思维

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Reading

评论

Recommended by Inc for behavior economic ==

我是每年阅读一遍，每一遍都新感受。总能反思自我思维层面的漏洞。太棒了。这次是地铁上，读了一个月才读完。完美！

就是那种有逻辑框架（论点、论据充实严谨），有理性认知（有B数）；虽然自己发现所做的笔记，其实用我们自己老祖宗流传下来的话都能总结，但是梳理了体系，交叉验证了自己的认知领域（心理学、数学、社会学、生理学）。感谢！

35% 1个月的时间，没有读完，失去兴趣了。跳过。
15% 文章中的很多例子不适合以汉语为母语的人理解，怪不得评价中文版翻译的不好。

Nature gives us the ability to think fast, therefore we jump to conclusion. So convinced and too often mislead! It takes time and guts to think slow, think rationally and think differently. To be a consistently rational person maybe a very high honor and prestige for a living person! Remember, think many times before any big decisions.

Decision making, 决策

a lot of insights on how our Brain works. Good academic book.

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书评

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