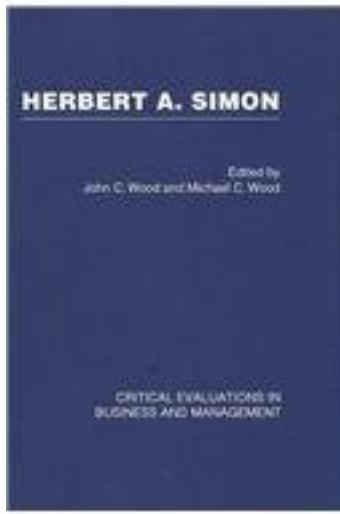


# Herbert Simon



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Herbert Simon (1916-2001) was a polymathic intellectual. A founding figure of the field of artificial intelligence, he gained renown in the 1950s (with Allen Newell) as the creator of the first 'thinking machine'. Simon was also a central figure during the cognitive revolution in psychology in the 1960s as scientists began to use computer models to study the thought processes of humans. His desire to understand decision-making led him to develop his economic theory of 'bounded rationality' (he also coined the term 'satisficing') and in 1978 he won the Nobel Prize in Economics for his pioneering research. With a new introduction and an extensive bibliography, this three-volume Routledge Major Work is an invaluable research resource.

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