



# Decisiones instintivas

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# Decisiones instintivas

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## **Decisiones instintivas** Gigerenzer Gerd

Hasta que punto intervienen el puro instinto en nuestras decisiones? Como funciona nuestra intuicion? Que se esconde tras nuestro comportamiento moral mas alla de la reflexion y el razonamiento? Que procesos instintivos intervienen en el salto de un portero de futbol para bloquear un balon en la decision de unos padres por una u otra escuela para su hijo en la eleccion de pareja de un amante en la capacidad de unos simples aficionados para convulsionar el mercado de valores son la unica ayuda de sencillas reglas empiricas ? El proceso para tomar decisiones correctas no consiste en amasar una gran cantidad de informacion sino en descartar intuitivamente aquella que no necesitamos. Decisiones intuitivas propone un analisis de los multiples factores e influencias (innatas y adquiridas) que condicionan nuestro proceso de decision. Este libro fruto de mas de diez anos de novedosas investigaciones por parte de uno de los mas prestigiosos cientificos en la materia indaga sobre la influencia del instinto en nuestras decisiones y llega a conclusiones sorprendentes.

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