



## Summary, Analysis Review of Michael Lewis s the Undoing Project by Instaread (Paperback)

By Instaread

Instaread, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Summary, Analysis Review of Michael Lewis s The Undoing Project by Instaread Preview: The Undoing Project: A Friendship that Changed Our Minds explores the relationship and psychological theories of two Israeli academics, Daniel Kahneman and Amos Tversky, whose ideas about human judgment and decision-making established the field of behavioral economics. The two men s collaborative work began with an audacious premise: that humans are not rational decision-makers. Rational decision-making was the cornerstone of both the psychology of decision-making and the field of economics in the 1970s, but Kahneman and Tversky asserted that people s judgment was swayed by their emotions, not their intellects. They tested this theory in a variety of ways, which led them to co-write a series of influential papers about judgment and how decisions are made. The sheer force of these concepts was such that, although they ran contrary to conventional wisdom, people instantly comprehended their truth. They soon became academic stars, although Tversky s accolades came much faster. PLEASE NOTE: This is a Summary, Analysis Review of the book and NOT the original book. Inside this Summary, Analysis Review of Michael...



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