



# The Ultimate Daniel Kahneman Quicklet Bundle

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## **The Ultimate Daniel Kahneman Quicklet Bundle** Hyperink Publishing

This is a discounted bundle featuring 2 of Hyperink's most popular books on Daniel Kahneman, including:

- Quicklet on Daniel Kahneman's Thinking, Fast and Slow
- Biography of Daniel Kahneman

Here are brief product descriptions for each below. Buy them together and save over 20% off the combined price!

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From Quicklet on Daniel Kahneman's Thinking, Fast and Slow:

While experts have roundly debunked the popular notion that we feeble humans only utilize 10 percent of our brains, most of us still find ourselves secretly believing (or wishing) that there is uncharted territory upstairs to explore. As we get older, our brains – well, I don't want to speak for you, so I'll say my brain – increasingly fills with useless detritus; I will thus forget to buy a necessary item at the store, but will be able to sing along lyric-for-lyric with some old Def Leppard song during the drive home. Self-help books that promise to unlock your secret brainpower will mostly peddle you the same old platitudes. Where to turn when you want to take a serious tour through your own thought process?

Daniel Kahneman's Thinking, Fast and Slow hit the bulls-eye for me. While not a self-help book by any traditional definition, Kahneman's work offers actionable insights about decision-making and gut reactions that did indeed help me to help myself. By breaking the brain into two separate – and sometimes competing – components ("System 1" and "System 2"), the author helps the reader recognize some very common pratfalls.

For example, as a Californian, I paid close attention to a study detailing how people generally believed Golden Staters to be happier than Americans living elsewhere. This is, in part, because Californians themselves also believe this to be true. But, as Kahneman demonstrates, it's not actually true, at least in any meaningful way. Perception isn't quite reality. I found this – and many other lessons and reminders – lingering in my brain long after I'd closed the book.

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From Biography of Daniel Kahneman:

Daniel Kahneman is an Israeli-American cognitive psychologist who has made numerous contributions to psychology over the course of half a century. His work has been highly influential within psychology, but also within a broad range of related disciplines, especially economics and social sciences. He laid the groundwork for what has become known as behavioral economics, which challenges the prevalent conception in economics of human beings as entirely rational agents who will always work towards maximizing utility for themselves. In 2002 he was awarded the Nobel Prize for economics.

Kahneman's major achievements are in the area of psychology known as the "heuristics and biases" approach. A heuristic can be thought of as an evolved mental shortcut or rule of thumb for dealing with a particular problem. The benefit of heuristics is that they are very efficient, but they have the disadvantage of frequently being misleading, resulting in flawed decision-making and judgement.

A classic example of a heuristic begins with a hunter-gatherer area human walking through a forest. When the person hears a rustling from the trees, the best assumption to make is that there is a tiger hiding in the trees waiting for an opportunity to jump out eat him. The man should run away; if he stands and analyses the situation, then it is possible he will be eaten. The tiger is the safest assumption, but that assumption could, in fact, be completely wrong. It could be said that we have a bias to assume the presence of a tiger because that assumption gives us an evolutionary advantage. However, applying that heuristic can lead to an incorrect model of reality.

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