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## Rational choice in an uncertain world: the psychology of judgment and decision making

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Abstrak

## Contents:

Thinking and deciding -- What is decision making? -- A general framework for judgment -- The fundamental judgment strategy: anchoring and adjustment -- Judging heuristically -- Explanation-based judgments -- Chance and cause -- Thinking rationally about uncertainty -- Evaluating consequences: fundamental preferences -- From preferences to choices -- A rational decision theory -- A descriptive decision theory -- What?s next? New directions in research on judgment and decision making -- In praise of uncertainty.