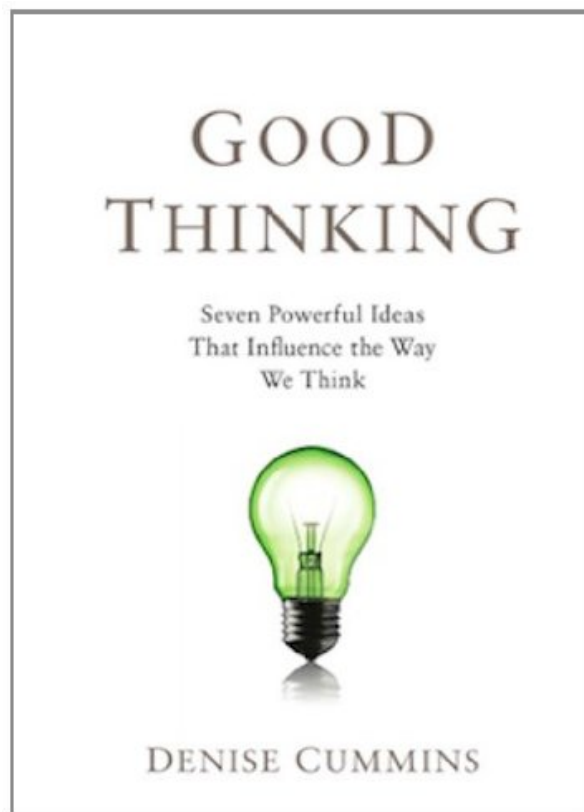


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IDEAS THAT INFLUENCE THE WAY WE
THINK BY DENISE CUMMINS**



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GOOD THINKING

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Good Thinking: Seven Powerful Ideas That Influence The Way We Think By Denise Cummins. In undertaking this life, numerous people consistently aim to do and also get the very best. New expertise, experience, lesson, and also every little thing that can boost the life will certainly be done. However, many individuals sometimes feel confused to obtain those points. Really feeling the limited of experience and also resources to be far better is among the does not have to own. Nevertheless, there is a quite straightforward thing that can be done. This is what your teacher always manoeuvres you to do this one. Yeah, reading is the solution. Reading an e-book as this Good Thinking: Seven Powerful Ideas That Influence The Way We Think By Denise Cummins as well as various other recommendations could enhance your life top quality. Just how can it be?

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When have you used some of these seven decision-making tools?

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Some of these seven ideas have become hot topics in the last decade, like rational choice or game theory. But you also devote attention to the power of analogy, calling it "the core of cognition." Why does it have so much power?

The simple answer is that our minds seem to be wired that way. We tend to notice similarities among people and events, and then assume that what is true of one is true of everything that looks or seems the same. This is a very powerful strategy, but can lead to disastrous consequences (as in stereotyping). The upside is that analogy is a powerful means of making people understand things, because it helps them to see something unfamiliar in familiar terms. For example, when Ben Bernanke persuaded us to approve the bailout of the financial industry, he did so by telling us the banking industry was like an irresponsible neighbor who smoked in bed and set fire to his house in your neighborhood of houses made of wood. This was a very powerful and very persuasive analogy. And only time will tell whether it was the right analogy to draw.

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Good Thinking picks up where Thinking Fast and Slow (Kahneman, 2011) left off by showing how slow deliberation and fast intuitions underlie some of the greatest insights that changed the world.

- Published on: 2012-06-05
- Platform: No Operating System
- Binding: Printed Access Code

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Most helpful customer reviews

7 of 7 people found the following review helpful.

A fascinating overview of the thinking process

By John Gibbs

Most people have a limited understanding of the ideas that shape the way we think, according to Denise Cummins in this book. Lawyers understand argumentation, stockbrokers understand decision theories that drive equity markets, psychologists understand how the brain is wired, and scientists understand scientific investigation, but very few people have an understanding of all of these fields.

The seven ideas which the book discusses are:

- * Rational choice, which means making decisions aimed at producing the most desired outcome.
- * Game theory, which involves making decisions which are affected by the simultaneous decisions of other people.
- * Moral judgment, which includes identifying what is right and what is wrong.
- * Scientific reasoning, which includes the use of reason to determine causality, and also the construction and testing of hypotheses.
- * Logic, which involves discerning truth from a series of propositions.
- * Problem solving, which means searching for solutions which produce a desired result.
- * Analogical reasoning, which is about using one situation to help explain another.

In pursuing these different aspects of thinking, the author takes the reader on a journey through an extraordinary range of disciplines including economics, cognitive science, philosophy, morality, mathematics, experimental science, theoretical science, law and business management. We get to see how easily and frequently people are misled into making poor decisions, different ways in which people distinguish right from wrong, the most effective ways of testing hypotheses, and how insights really happen.

I thoroughly enjoyed reading the book, which I found to be as entertaining as it is informative. Most readers will benefit by having their understanding of what is meant by "thinking" considerably broadened by the book's cross-disciplinary approach.

6 of 6 people found the following review helpful.

A Gem of a Book on Reasoning

By Book Fanatic

This is not really a practical book although the reader can certainly glean some tips on how to improve their thinking by reading it. It is more an examination of the ways in which we think and what is right and wrong with them. The author in the introduction says:

"After reading this book, readers should be empowered to decide for themselves whether human reasoning is as frail or as strong, as dangerous or as benign, or as superfluous or as crucial as it has been made out to be."

The book is relatively short (about 180 pages of text) and thus is a fairly easy read. One certainly does not have to slog through it. It is written in a friendly style and only occasionally gets technical. The author does not go deep into any one type of reasoning but presents seven different modes of thinking (thus the subtitle

of the book) on a broader scale. However, despite that one comes away from the book with a decent understanding of each. The seven modes are Rational Choice, Game Theory, Moral Judgement, Scientific Reasoning, Logic, Problem Solving, and Analogical Reasoning.

I really liked this book and can easily recommend it. If you interested in the human mind I think you will like it.

7 of 8 people found the following review helpful.

Good thinking, bad writing

By CollectedReader

The topic of the book really interested me, as I've read many texts on this and related subjects. But by page 6, I was already getting skeptical of the relevance of this book. Why? because on page six the author mentions "...when we've learned about Bayesian decision making..". Um, we didn't (in the book anyway). Then the author goes on with a rash of definitions with no depth or explanations by the Game Theory section, chapter 2. The next chapter doesn't get any better.

So now I question if the other reviewers read the book at all. Am I the only one? I'm not saying that the book isn't useful. If you are looking for a brief description of various topics on this subject area then this book will be for you. Though I'm not sure how useful that is.

What I expected was a better explanation with proper examples than a myriad of definitions. This is not helpful for the lay person that the book is intended for.

I'd give it about 2.5 stars rather than three. I was tempted to give 2 stars but I didn't complete reading the book so I'm giving some benefit of the doubt.

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Denise Cummins is Adjunct Professor of Psychology and Philosophy at the University of Illinois, Urbana-Champaign. She joined the faculty in 2005. She has taught and conducted research at Yale University, the University of California, the University of Arizona and the Max Planck Institute for Adaptive Behavior in Berlin. She is the co-editor of *Minds, Brains, and Computers: The Foundations of Cognitive Science* and *The Evolution of Mind* and author of *The Other Side of Psychology: How Experimental Psychologists Find Out*

About the Way We Think and Act. Her publications also include dozens of articles in scholarly journals such as the Journal of Experimental Psychology, Cognition and Synthese. She has been an invited speaker at such prestigious institutions as the University of St Andrews (Scotland), Durham University, Emory University and Dartmouth College.

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