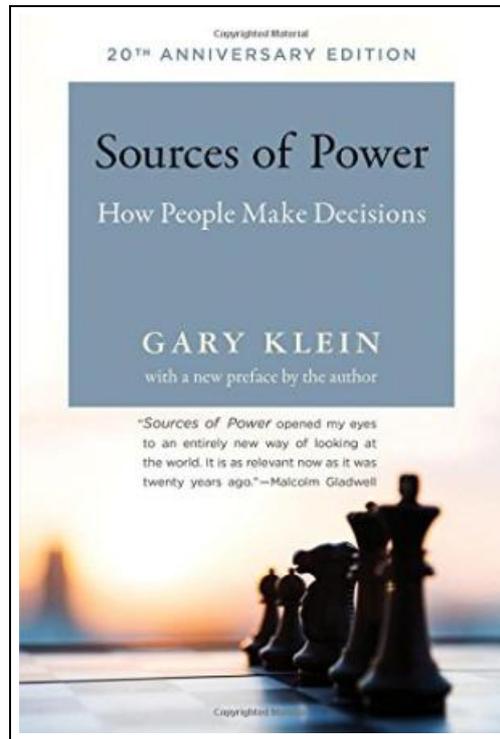


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SOURCES OF POWER: HOW PEOPLE MAKE DECISIONS (PAPERBACK)



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MIT Press Ltd, United States, 2017. Paperback. Condition: New. 20th Anniversary Edition. Language: English . Brand New Book. A modern classic about how people really make decisions: drawing on prior experience, using a combination of intuition and analysis. Since its publication twenty years ago, Sources of Power has been enormously influential. The book has sold more than 50,000 copies, has been translated into six languages, has been cited in professional journals that range from Journal of Marketing Research to Journal of Nursing, and is mentioned by Malcolm Gladwell in Blink. Author Gary Klein has collaborated with Nobel laureate Daniel Kahneman and served on a team that redesigned the White House Situation Room to support more effective decision making. The model of decision making Klein proposes in the book has been adopted in fields including law enforcement training and petrochemical plant operation. What is the groundbreaking new way to approach decision making described in this modern classic? We have all seen images of firefighters rescuing people from burning buildings and paramedics treating bombing victims. How do these individuals make the split-second decisions that save lives? Most studies of decision making, based on artificial tasks assigned in laboratory settings, view people as biased and unskilled. Klein proposes a naturalistic approach to decision making, which views people as gaining experience that enables them to use a combination of intuition and analysis to make decisions. To illustrate this approach, Klein tells stories of people -- from pilots to chess masters -- acting under such real-life constraints as time pressure, high stakes, personal responsibility, and shifting conditions.



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