



Judgment and Decision-Making: In the Lab and the World

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Product Description

How do we make the judgments that inform our lives? Is there any way of consciously removing bias from the choices we make? What do our everyday personal decisions have in common with those made by groups, companies, and even nations? In this engaging and innovative textbook, Nancy Kim presents a multidisciplinary introduction to the dynamic field of judgment and decision-making. This lucidly written text delivers insights from cognitive psychology, aptly combining with interdependent findings from fields as diverse as neuropsychology, behavioural economics, social, developmental and clinical psychology, and philosophy. Offering not only a comprehensive explanation of the neurological structures and cognitive processes that underlie how we make decisions and form judgments in our everyday lives, readers can expect to learn the implications of these decisions upon an individual's prospects for health and longevity. Understanding behaviour is a central aspect of inquiry in the psychology discipline and as such this book is an essential companion for students taking undergraduate psychology, cognitive psychology and cognitive neuroscience courses; particularly those which include a module in judgment and decision-making. This text may also be helpful for undergraduate and postgraduate business courses on the subject.
