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According to Freud and other intellectuals and philosophers, intuition is unsound and has no merit. Freud warns not to put any value on gut feelings. Instead, people should trust logic and reasoning. German psychologist Gerd Gigerenzer begs to differ. He claims that intuition often works far better than reason to solve problems and make decisions.

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Drawing on a decade of research, Gigerenzer demonstrates that gut feelings are actually the result of unconscious mental processes—processes that apply rules of thumb that we've derived from our...

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**Gut feelings: The intelligence of the unconscious ...**

In the tradition of Blink and Freakonomics, Gut Feelings is an exploration of the myriad influences and factors (nature and nurture) that affect how the mind works, grounded in cutting-edge research and conveyed through compelling real-life examples.

**Gut Feelings: The Intelligence of the Unconscious - Scribd**

Gut Feelings: The Intelligence of the Unconscious by Gerd Gigerenzer "Gut Feelings" reveals the secrets of fast and effective decision-making. Gerd Gigerenzer analyses the heuristics that people actually use to make good decisions and shows us how we can become better decision-makers ourselves.

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