**A Review of *Thinking, Fast and Slow***

The very same biological machinery that enables us to reason also biases our judgments and slants us toward irrational behavior, leading to predictable human errors that may be impossible to correct. These are the insights of psychologists Daniel Kahneman and late Amos Tversky. Their researches earned Kahneman a Nobel Prize in Economics in 2002. His pioneering work--*Thinking, Fast and Slow*----challenges the core economic concept of expected utility, which serves to determine the value of people’s prospects. This best-seller is a scholarly work masquerading as a popular book.

The book’s main message----apparently being as much Kahneman’s as Tversky’s----is two-fold, consisting of a methodologically well-hardened fact paired with a call to action. Though the latter can be described in fewer words, it is perhaps the more important, and also the more contested, part. Moreover, the message is served in well-digestible portions, 10 pages being the typical length of its 38 chapters, each followed by a brief list of expressions-in-use featured therein. Roughly three month of bed-time reading, then, to anticipate the evaluation, is time well spent.

The book’s imbalance between the robustness of evidence cited in support of the diagnosis, and the remedies offered is its minor weakness. Contrary to the cogency of the System 1 vs. System 2 distinction, though, it becomes a matter of ongoing academic debate as well. This weakness is also unconducive to the rivalry with proponents of *ecological rationality* models who seek to explain (away) much of what in this book appears to be strange behavior as forms of adaptation to context—an alternative which Kahneman mentions in a few footnotes, but does not treat.

This being so is hardly Kahneman’s fault, and so does not subtract anything from this very valuable book, but puts its value in perspective. *Thinking, Fast and Slow* presents Kahneman’s and Tversky’s research at its best, and brings important insights into human judgment and decision making available to a general audience. It should be read carefully, and slowly. Meanwhile, those searching for a *critical* treatment continue searching elsewhere.