A Book Review of *Thinking , Fast And Slow*

*Thinking, Fast and Slow* is a best-selling book published in 2011 by Daniel Kahneman, laureate of Nobel Memorial Prize in Economic Sciences. Although the writer is an extraordinary person who has won a great number of honor, the book itself is even more glaring and attractive than the author. Taking us on a groundbreaking tour of the mind, it explains the two systems that drive the way we think.

Generalized from the book, the two systems refer to fast and slow thinking respectively. System 1, the fast one, is about intuitive and effortless thinking based on the emotions, memory and experience, while system 2, the slow one, is related to deliberative and logical ways of thinking, which are in requirement of reasoning capability and in charge of self-control. The author recites at full length, illustrating and explaining a significant issue, how the two systems shape our judgments and decisions, which have momentous impact on our choices, from daily planning to strategic decisions.

Apart from the two systems, there are two other pairs of “characters” which run through the whole book: two species and two selves. As for the two species, Econs and Humans, they are connected with the two systems. The Econs, living in a land of theory, are absolutely rational and logical, lacking the competence to intuit and even empathize. Nevertheless, the Humans are acting in the real world, whose view of the world is limited by the information that is available at a given moment. Simultaneously, two selves, the Experiencing Self and the Remembering Self, are referred to in the book. The former lives in the present while the latter is all about the stories our experiences have created. However, this is vital, as it may lead a person to tell others to do what they love based on their memory but might demonstrate ambivalently on account of his or her experience.

Besides, what must be mentioned is that Kahneman offers practical and enlightening cases to engage the readers in a lively conversation about how we think, which makes it a philosophical but digestible book, suiting all kinds of readers. In light of its numerous merits, *Thinking, Fast and Slow* is worth reading.