CONTENTS

1. Bounded and Rational	3
2. Fast and Frugal Heuristics	20
3. Rules of Thumb in Animals and Humans	46
4. I Think, Therefore I Err	65
5. Striking a Blow for Sanity in Theories of Rationality	80
6. Out of the Frying Pan into the Fire	92
7. What's in a Sample? A Manual for Building	
Cognitive Theories	99
8. A 30 Percent Chance of Rain Tomorrow	117
9. Understanding Risks in Health Care	127
10. The Evolution of Statistical Thinking	136
11. Mindless Statistics	152
12. Children Can Solve Bayesian Problems	172
13. In the Year 2054: Innumeracy Defeated	192
Bibliography	203
Name Index	231
General Index	239