CONTENTS

Preface	ХI
First Lecture	
Rationality in Decision Making	3
1. Development of the Concept of Rationality, pp. 3-13. 2. Contemporary Choice Theory, pp. 13-17. 3. The Plurality of Rationalities, pp. 17-19. 4. The History Reviewed, pp. 19-22. 5. Empirical Tests of Theories, pp. 22-23.	
References	23
DEBATE OF THE FIRST LECTURE	25
Second Lecture	
The Role of Organizations in an Economy	33
1. Organizations and Markets, pp. 33-38. 2. Altruism and Organizational Identification, pp. 38-45. 3. Organization, Management, and the Economy, pp. 45-51. 4. Conclusion, pp. 51-52.	
References	53
DEBATE OF THE SECOND LECTURE	54
Third Lecture	
Empirical Evidence for Economics	61
 How Much Theory, and How Concrete?, pp. 61-63. Implications of Data for Theory, pp. 63-70. The Sources of Data on Economic Processes, pp. 70-71. Seeking Empirical Data Outside the Business Firm, pp. 71-81. Decision Making in the Business Firm: Case Studies, pp. 81-84. Economic History, pp. 84-85. Data from "Applied" Economics, pp. 85-88. Survey Techniques, pp. 88-89. Conclusion, pp. 89-91. 	

CONTENTS

References	91
DEBATE OF THE THIRD LECTURE	94
Comments	101
Claudio Dematté	103
Massimo Egidi	ΙΊΙ
Robert Marris	133
Aldo Montesano	145
Riccardo Viale	¹ 53
Simon's Reply	167
HERBERT A. SIMON'S AUTOBIOGRAPHYCAL SKETCH	189
BIBLIOGRAPHY	197
Index	217