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Behavioral decision research did not exist as a topic of study in most management schools. The faculty at Boston University included a number of excellent colleagues, and yet they knew very little about the emerging research on judgment. This lack of awareness among management colleagues motivated Max to write this book. The goal

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mistakes, that influence judgment (Kahneman received the prize after Tversky's death). The work of Simon, Tversky, and Kahneman paved the way to our modern understanding of judgment and decision making. And their two Nobel prizes signaled the broad acceptance of the field of behavioral decision research

as a mature area of intellectual study.

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