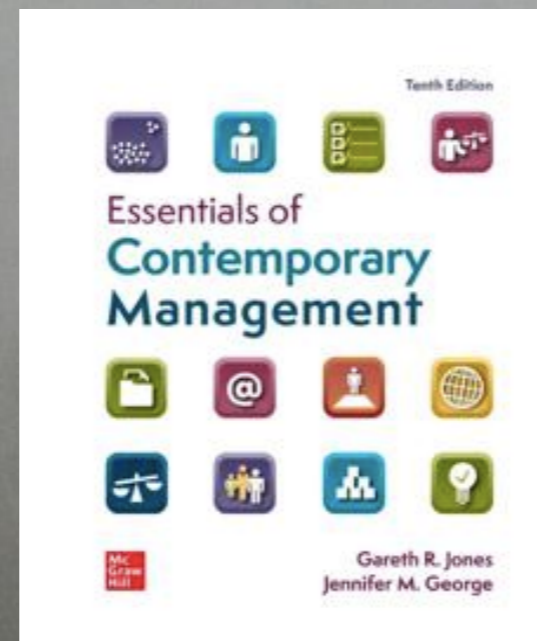
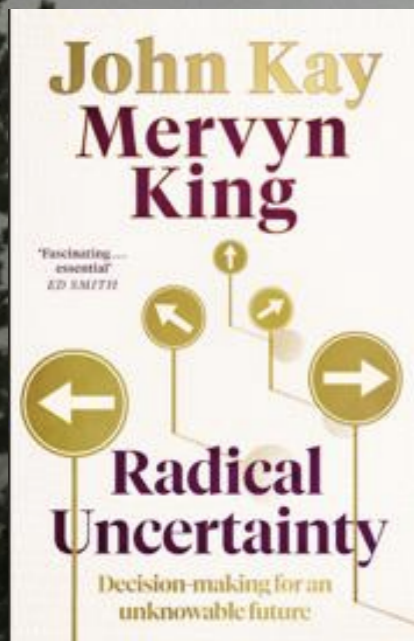


Behavioural Economics: decision-making under radical uncertainty

Marek Gołębioński, MBA

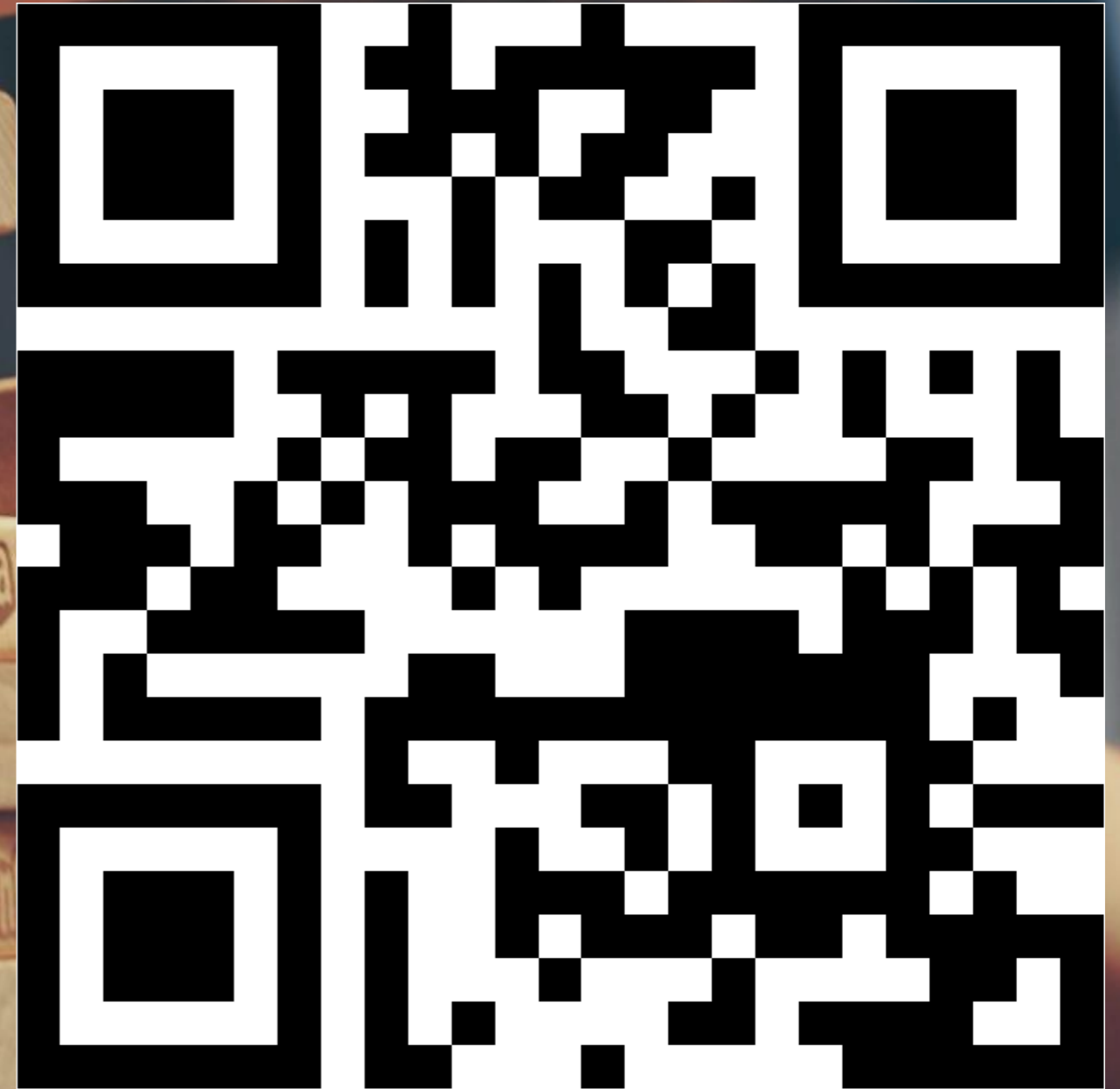
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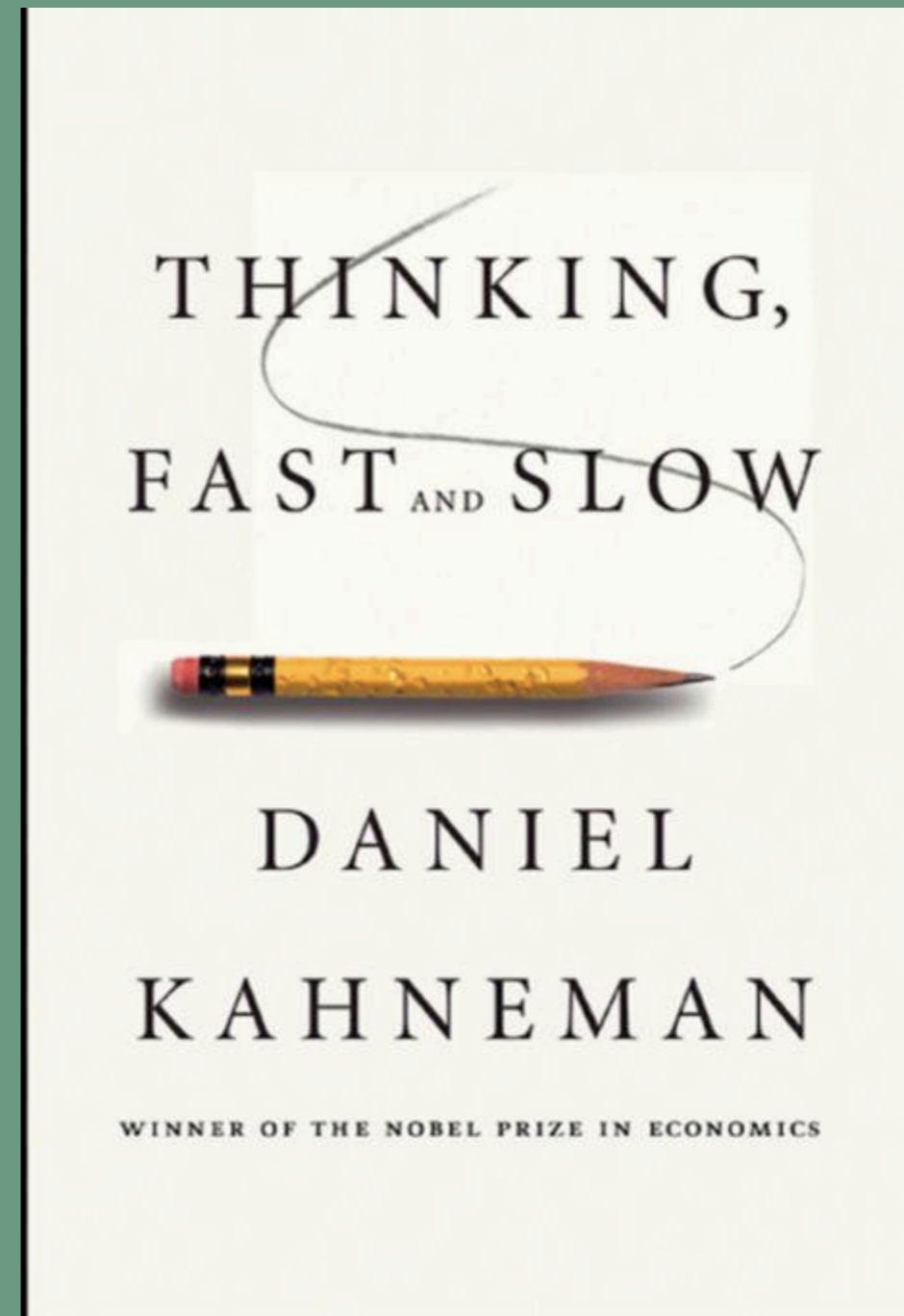


There is no applied (aka radical uncertainty) theory of decision-making for professional decision-makers such as CEOs, generals, and prime ministers!

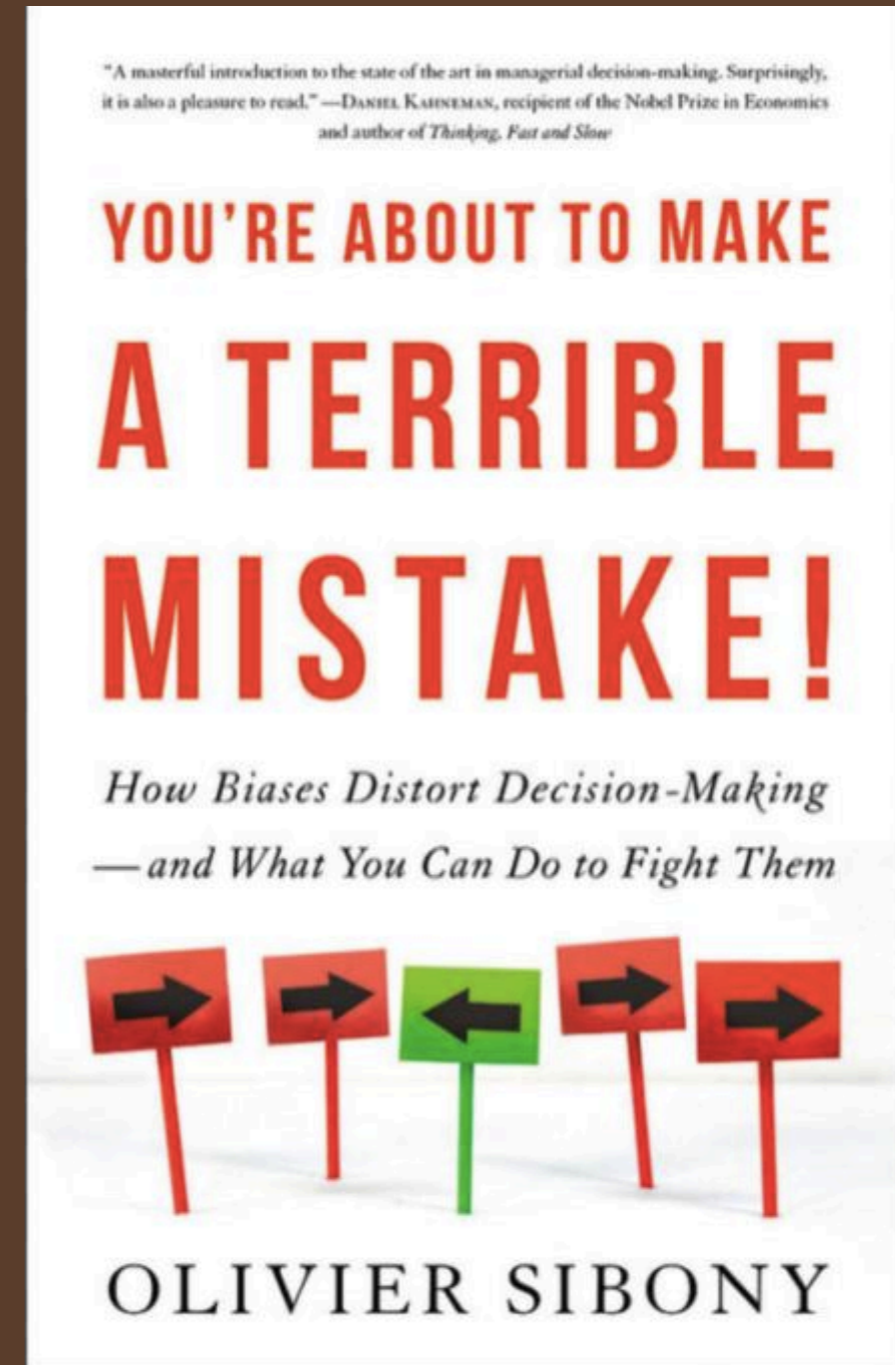
Randomised Controlled Trial # 1 (field experiment)



Our decision-
making
software is
bugged with
predictable
errors



Eliminating
errors
doesn't work,
because they
are caused by
the *software*



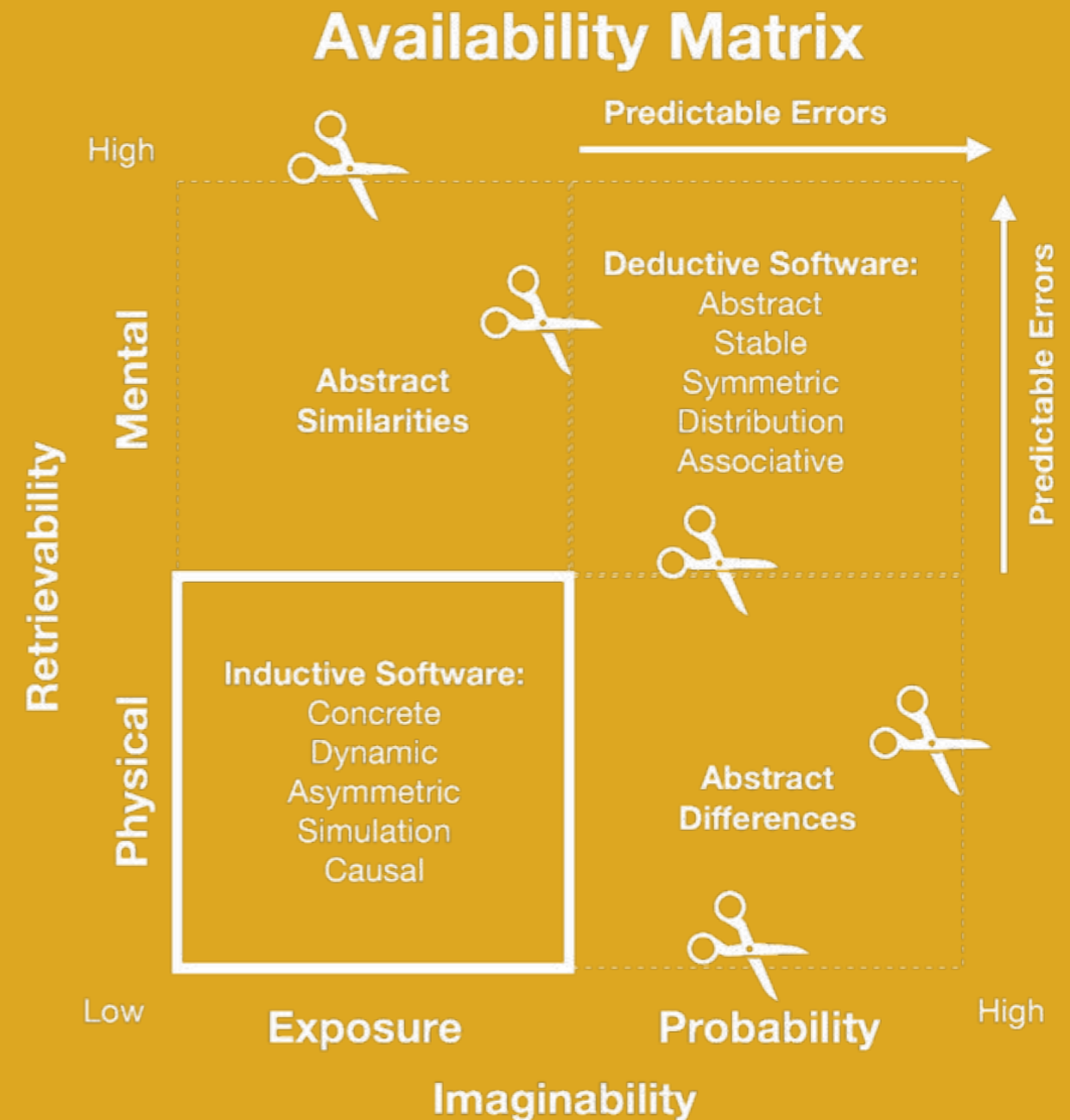


Software is
deductive : based
on assumptions



Should be
inductive : based
on field
experiments

Inductive
Software fights
predictable
errors of
decision-making
by replacing
assumptions with
field experiments



Randomised Controlled Trial #2 (field experiment)



**Undoing Assumptions
with Field Experiments is
the way forward for the
applied (aka radical
uncertainty) decision-
making theory to fight
predictable errors that
professional decision-
makers such as CEOs,
generals, and prime
ministers make every day!**

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