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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Over forty years ago Tversky and Kahneman argued that .many [by humans taken] decisions are based on beliefs concerning the likelihood of uncertain events. and that simultaneously biases have a strong impact on .the intuitive judgment of probability therefore consequently also on perceived risks, value of opportunities and finally decisions. Understanding business leaders as human decision makers, the author of this paper examined a human s fundamental ability respectively limitations to act..

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