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# Inevitable Illusions

## How Mistakes of Reason Rule our Minds

By Massimo Piattelli-Palmarini

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John Wiley &amp; Sons

Date: 1994 ISBN: 047115962x

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Credibility	Research Value	Cultural Interest	Visual Information	Style	Silliness	Wow Factor	Bargain
<b>4</b>	<b>4</b>	<b>4</b>	<b>NR</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>4</b>
High	High	High	Not Rated	Stylish	Very Low	Surprising	High

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Through a series of examples, this book shows us that errors of reasoning are not just aberrations, but an intimate part of our cognitive processes. Especially when evaluating the likelihood of future events, people almost never behave rationally. For example, they focus on unlikely but well-publicized risks, like dying in an airplane crash, while ignoring the much more probably risks that that have move control over.. This book catagorizes the various kinds of errors people make, including what the author calls "The Seven Deadly Sins" (Overconfidence, Magical Thinking, Predictability in Hindsight, Anchoring, Ease of Representation, Probability Blindness and Reconsideration under Suitable Scripts). The field of cognitive science provides the basis for understanding these errors, and there are many citations to psychological literature and experiments. A useful book for understanding your own errors and those of the people around you. (Unfortunately, those who really need to read it probably won't.) -- *Glenn Campbell*

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### From the Book Cover

"Fascinating and insightful.... I cannot recall a book that has made me think more about the nature of thinking."

ÑRichard C. Lewontin Harvard University

Everyone knows that optical illusions trick us because of the way we see. Now scientists have discovered that cognitive illusions, a set of biases deeply embedded in the human mind, can actually distort the way we think.

In [Inevitable illusions](#), distinguished cognitive researcher Massimo Piattelli-Palmarini takes us on a provocative, challenging, and thoroughly entertaining exploration of the games our minds play. He opens the doors onto the newly charted realm of the cognitive unconscious to reveal the full range of illusions, showing how they inhibit our ability to reasonÑno matter what our educational background or IQ. [Inevitable Illusions](#) is stimulating, eye-opening food for thought.

MASSIMO PIATTELLI-PALMARINI, Ph.D., is a Principal Research Associate of the Center for Cognitive Science at the Massachusetts Institute of Technology and the Director of the Department of Cognitive Science at the Institute of San Raffaele in Milan, Italy. His books [The Will to Study](#) and the Italian edition of [Inevitable Illusions](#) were international bestsellers.

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