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Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Prelude: a double inheritance, a single question -- Bayes and bias -- Wish come true -- Fear materialized -- The familiarity fallacy -- The proximity trap -- Less is more -- Utopia--a world without bias -- Coda: the pleasure of prediction error.
Sommario/riassunto	In this engaging, even lyrical, book, Jan Lauwereyns examines the neural underpinnings of decision-making, using 'bias' as his core concept rather than the more common but noncommittal terms 'selection' and 'attention'.