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| Nota di contenuto | Cover -- Title Page -- Copyright Page -- Contents -- Chapter 1. Born to Act -- 1.1. It's hard not to act -- 1.2. What is the result of the action taken? -- 1.3. To act or not to act -- 1.4. Synopsis -- Chapter 2. Two Kinds of Actions: Immediate or with Reasoning -- 2.1. To depend on us or to not depend on us -- 2.2. Action triggered by recognition -- 2.3. Human decision-making -- 2.4. Reasoning before action -- 2.5. Between recognition and reasoning, learning -- 2.6. Conclusion -- Chapter 3. Anticipation and Planning -- 3.1. A more desirable state of the world -- 3.2. Anticipations -- 3.3. Individual planning -- 3.4. Organizational planning -- 3.5. Conclusion -- Chapter 4. Act Anyway! -- 4.1. Rationality of the action -- 4.2. Dying of hunger or dying of thirst? -- 4.3. Individual obstacles -- 4.4. Organizational barriers to change and action -- 4.5. Speed of action, heuristics and probabilities -- 4.6. Conclusion -- Chapter 5. The Conduct of Action and Leadership -- 5.1. On the implementation of decisions -- 5.2. Teaming up -- 5.3. The leader and leadership -- 5.4. Conclusion -- Chapter 6. Intuition, Expertise and Decision-making -- 6.1. Intuition and "natural decision-making" -- 6.2. Expertise, experts and decision-making -- 6.3. Expertise, environment and uncertainty -- 6.4. Conclusion -- Conclusion -- Index of Proper Names -- Index of Terms -- EULA. |

What choices, strategies or methods need to be implemented so that action is as effective as possible in terms of the objectives to be achieved? We should not delude ourselves about the term "good decision", which does not have much meaning when we act in an uncertain environment and when we know the weakness of forecasts. However, we must know how to act and be capable of taking the most appropriate action. Action in Uncertainty is a real guide to taking effective action when nothing is certain. According to the different types of uncertainty, what are the respective good uses of expertise and intuition? How do we motivate teams and avoid cognitive bias and manipulation? These themes are dealt with in clear and accessible terms to help decision-makers make the right choices in a world that is more uncertain than ever.
