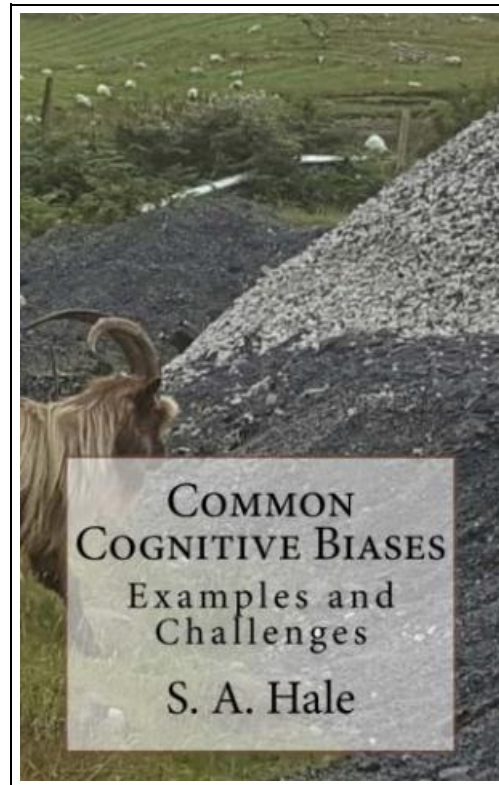


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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Our brain has many ways of doing its job, including tricks and shortcuts that help it work efficiently. Studies have shown, however, that these tricks and shortcuts can lead to making predictable mistakes. Does your brain lie to you, or does it at least filter reality? In this book, the authors will discuss some of the most common cognitive biases, how to identify these biases and heuristics cognition, how to potentially implement cognitive biases for use in your business and life arena and finally how to mitigate those cognitive biases. Research in Cognitive Psychology, Evolutionary Psychology, Cognitive Science, Neuroscience, Anthropology, and Human Reliability Engineering has identified over one hundred cognitive biases. These cognitive biases appear to be part of our evolutionary human brain and transcend cultures and generations. We can describe cognitive biases as a replicable pattern in perceptual distortion, inaccurate judgment, and illogical interpretation. Cognitive biases are the result of distortions in the human cognition that always lead to the same pattern of poor judgment, often triggered by a particular situation. Three main types of cognitive bias will be identified and discussed; Decision-making, Social Biases, and Memory Biases. Because of the authors particular area of interest, we believe that by developing an understanding of cognitive biases, cyber defenders will be able to be adaptable and resilient to meet the rapid and ever-evolving threat to our national security. We must understand our vulnerabilities because humans are the weakest link in sales, marketing, and security. Once understood, training, tools, and processes can be implemented in both the business world and the Information Technology world of Information Security, Information Assurances, and cyber warfare.



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