Bursting the Big Data Bubble: The Case for Intuition-Based Decision Making

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As we get caught up in the quagmire of Big Data and analytics, it remains critically important to be able to reflect and apply insights, experience, and intuition to your decision-making process. In fact, a recent research study at Tel Aviv University found that executives who relied on their intuition were 90 percent accurate in their decisions.

Bursting the Big Data Bubble: The Case for Intuition-Based Decision Making focuses on this intuition-based decision making. The book does not discount data-based decision making, especially for decisions that are important and complex. Instead, it emphasizes the importance of applying intuition, gut feel, spirituality, experiential learning, and insight as key factors in the executive decision-making process.

Explaining how intuition is a product of past experience, learning, and ambient factors, the text outlines methods that will help to enhance your data-driven decision-making process with intuition-based decision making. The first part of the book, the "Research Track", presents contributions from leading researchers worldwide on the topic of intuition-based decision making as applied to management.

In the second part of the book, the "Practice Track," global executives and senior managers in industry, government, universities, and not-for-profits present vignettes that illustrate how they have used their intuition in making key decisions.

The research part of the book helps to frame the problem and address leading research in intuition-based decision making. The second part then explains how to apply these intuition-based concepts and issues in your own decision-making process.

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