



# The Logic of Intuitive Decision Making: A Research-Based Approach for Top Management

By Weston H. Agor



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**The Logic of Intuitive Decision Making: A Research-Based Approach for Top Management** By Weston H. Agor

Weston Agor has with scholarly thoroughness taken intuition out of the classroom and out of the business closet. He shows how it can be used as a powerful business tool. *Roy Rowan, Author of The Intuitive Manager*

The Message of *The Logic of Intuitive Decision Making* is: 'Actively seek input and advice from all sources you possibly can before making a key decision,' according to the author. What follows is an outline of how to use intuition--an often-overlooked source--to make key management and personal decisions, a discussion of how to develop your intuition, and case studies of intuitive decision-making. *Association Management*



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"All in all, I really liked this book and so will you. There is no doubt in my mind that the effective use of intuition in management can help improve the quality of decision making in organizations. All those left brain analytical techniques such as MBO, PERT, and economic forecasting models are just that--very logical and analytical. When it comes to intuition, one of my favorite quotes says it all: Of all the virtues--love, hope, and charity, the greatest of them is common sense.' Thanks, Weston, for helping us recognize and validate our using intuition to make a difference in our lives and the lives of the people with whom we work and live." Ken Blanchard, Co-author, The One Minute Manager "Weston Agor has with scholarly thoroughness taken intuition out of the classroom and out of the business closet. He shows how it can be used as a powerful business tool."-Roy Rowan, Author of The Intuitive Manager

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or /f Weston /i H.

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