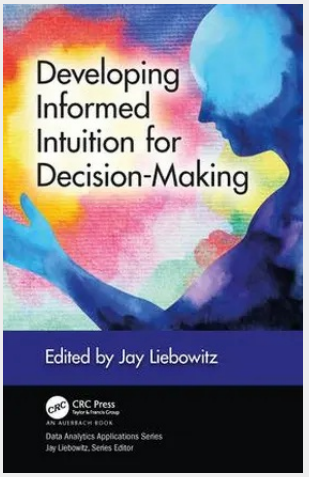
Liebowitz

Developing Informed Intuition for Decision-Making

This book examines how to develop the main traits that are necessary to become an “informed intuitant”. Case studies and examples of successful “informed intuitants” are a major component of the book. “Intuitant” is someone who has the intuitive awareness to be successful. “Informed intuitant” indicates that the individual/decision maker not only applies his/her intuition but also verifies it through using data-driven approaches (such as data analytics). Some of this work resulted from research examining how well do executives trust their intuition.



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