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Super Crunchers: Why Thinking-by-Numbers Is the New Way to Be Smart

Ian Ayres

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Super Crunchers: Why Thinking-by-Numbers Is the New Way to Be Smart Ian Ayres
Why would a casino try and stop you from losing? How can a mathematical formula find your future spouse? Would you know if a statistical analysis blackballed you from a job you wanted?

Today, number crunching affects your life in ways you might never imagine. In this lively and groundbreaking new book, economist Ian Ayres shows how today's best and brightest organizations are analyzing massive databases at lightening speed to provide greater insights into human behavior. They are the Super Crunchers. From internet sites like Google and Amazon that know your tastes better than you do, to a physician's diagnosis and your child's education, to boardrooms and government agencies, this new breed of decision makers are calling the shots. And they are delivering staggeringly accurate results. How can a football coach evaluate a player without ever seeing him play? Want to know whether the price of an airline ticket will go up or down before you buy? How can a formula outpredict wine experts in determining the best vintages? Super crunchers have the answers. In this brave new world of equation versus expertise, Ayres shows us the benefits and risks, who loses and who wins, and how super crunching can be used to help, not manipulate us.

Gone are the days of solely relying on intuition to make decisions. No businessperson, consumer, or student who wants to stay ahead of the curve should make another keystroke without reading **Super Crunchers.**

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