Models of a Man

Essays in Memory of Herbert A. Simon

edited by Mie Augier and James G. March

The MIT Press
Cambridge, Massachusetts
London, England
Contents

Preface xiii
Acknowledgments xv

Prologues

Herbert A. Simon, Scientist 3
Mie Augier and James G. March

He's Just My Dad! 33
Katherine Simon Frank

/ Modeling Man

Is Bounded Rationality Unboundedly Rational? Some Ruminations 47
Kenneth J. Arrow

On Rational Satisficing 57
William J. Baumol

Memorial to Herbert A. Simon 67
William W. Cooper
Consilience, Economic Theory, and the Legacy of Herbert A. Simon 75
Richard H. Day

Interdisciplinary Reasoning and Herbert Simon's Influence 93
Yuji Ijiri

Beliefs and Tastes: Confessions of an Economist 113
David M. Kreps

The Best Is the Enemy of the Good 143
Roy Radner

The Hawkins and Simon Story Revisited 153
Paul A. Samuelson

Herbert A. Simon Opened My Eyes 163
Reinhard Selten

Monetary Rewards and Decision Cost in Strategic Interactions 169
Vernon L. Smith and Ferenc Szidarovszky

Organizations and Administration

A Focus on Processes: Part of Herbert Simon's Legacy 183
Philip Bromiley

Herbert Simon as Friend to Economists Out of Fashion 191
John Conlisk

Herbert A. Simon and the Education of Managers 197
William R. Dill
Contents

A Very Reasonable Objective Still Beyond Our Reach: Economics as an Empirically Disciplined Social Science 211
   Giovanni Dosi

Lessons I Learned from Herbert A. Simon and His Friends: A Reflection on My Years at the Graduate School of Industrial Administration 227
   Julian Feldman

Heuristics of Public Administration 233
   Robert E. Goodin

"Warmly Yours, Herb" 251
   Harold Guetzkow

Economics after Simon 259
   Brian J. Loasby

Herbert Simon and Organization Theory: Lessons for the Theory of the Firm 279
   Oliver E. Williamson

The "Easy Problem " Problem 297
   Sidney G. Winter

/// Modeling Systems

Causality, Decomposition, and Aggregation in Social Science Models 307
   Albert Ando

Bounded Rationality and Decomposability: The Basis for Integrating Cognitive and Evolutionary Economics 317
   Peter E. Earl and Jason Potts
Near-Decomposability, Organization, and Evolution: Some Notes on Herbert Simon's Contribution 335
Massimo Egidi and Luigi Marengo

Herbert Simon 351
Axel Leijonhufvud

Rational Forecasting, Learning, and Decision Making 355
Charles C. Holt

Herbert Simon: Intellectual Magnet 365
Michael C. Lovell

Herbert Simon: Some Cherished Memories 373
Franco Modigliani

Herbert Simon and Production Scheduling 377
John F. Muth

IV Minds and Machines

"On a Different Plane" 383
Edward A. Feigenbaum

Striking a Blow for Sanity in Theories of Rationality 389
Gerd Gigerenzer

Attribute Substitution in Intuitive judgment 411
Daniel Kahneman and Shane Frederick

Encounters with the Force of Herbert A. Simon 433
David Klahr
Strong Ideas 451
Kenneth Kotovsky

Heuristics for Scientific Discovery: The Legacy of Herbert Simon 461
Pat Langley

Herb Simon: A Recollection 473
Pamela McCorduck

Letter to Herb Simon 481
George Miller

Herbert Simon, David Hume, and the Science of Man: Some Philosophical Implications of Models 483
Joseph C. Pitt

Markets as Artifacts: Aggregate Efficiency from Zero-Intelligence Traders 501
Shyam Sunder

Personal Recollections from 15 Years of Monthly Meetings 521
Raul E. Valdes-Perez

Epilogue

A Soft Goodbye 533
James G. March

About the Contributors 537
Name Index 549