

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

C

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