

Sources & Further Reading

- **A/B Testing:** Concept used widely in marketing and product development.
- **Ansoff Matrix:** Igor Ansoff
- **Antifragility:** Nassim Nicholas Taleb
- **Asset Allocation:** Theory developed in financial economics.
- **Availability Heuristic:** Amos Tversky & Daniel Kahneman
- **Baader-Meinhof Phenomenon (Frequency Illusion):** Arnold Zwicky
- **Bayes' Theorem:** Thomas Bayes
- **BCG Matrix:** Boston Consulting Group
- **Behavioral Economics:** Field largely developed by Daniel Kahneman, Amos Tversky, & Richard Thaler.
- **Bell Curve (Normal Distribution):** Carl Friedrich Gauss
- **Black-Scholes Model:** Fischer Black, Myron Scholes, & Robert Merton
- **The Black Swan Theory:** Nassim Nicholas Taleb
- **Blue Ocean Strategy:** W. Chan Kim & Renée Mauborgne
- **The Boiling Frog Syndrome:** Anecdotal metaphor.
- **Bystander Effect:** John M. Darley & Bibb Latané
- **Capital Asset Pricing Model (CAPM):** William F. Sharpe & John Lintner
- **Central Limit Theorem:** Foundational theorem in probability.
- **Circle of Competence:** Concept popularized by Warren Buffett & Charlie Munger.
- **The Cobra Effect:** Anecdotal, popularized by Horst Siebert.
- **Cognitive Dissonance:** Leon Festinger
- **Comparative Advantage:** David Ricardo
- **Compounding:** Foundational concept in finance.
- **Confirmation Bias / Heuristic:** Peter Wason (pioneering experiments).
- **Core Competencies:** C. K. Prahalad & Gary Hamel
- **Crossing the Chasm:** Geoffrey Moore
- **Cynefin Framework:** Dave Snowden
- **Deliberate Practice:** Anders Ericsson
- **Diffusion of Innovations Theory:** Everett Rogers
- **Diversification:** Concept in modern portfolio theory.
- **The Dunning-Kruger Effect:** David Dunning & Justin Kruger
- **Economies of Scale:** Foundational concept in economics.
- **The Efficient Market Hypothesis:** Eugene Fama
- **The Eisenhower Matrix:** Attributed to Dwight D. Eisenhower.
- **The Endowment Effect:** Richard Thaler
- **Falsifiability:** Karl Popper
- **The Feynman Technique:** Richard Feynman
- **The Five Whys:** Sakichi Toyoda (Toyota Production System).
- **Flow State:** Mihaly Csikszentmihalyi

- **The Framing Effect:** Amos Tversky & Daniel Kahneman
- **Fundamental Attribution Error:** Lee Ross
- **Game Theory:** John von Neumann & Oskar Morgenstern
- **The Gell-Mann Amnesia Effect:** Michael Crichton
- **The Golden Circle (Why, How, What):** Simon Sinek
- **The Golem Effect:** Robert Rosenthal & Lenore Jacobson
- **Goodhart's Law:** Charles Goodhart
- **Groupthink:** Irving Janis
- **Growth Mindset vs. Fixed Mindset:** Carol Dweck
- **The Halo Effect:** Edward Thorndike
- **Hanlon's Razor:** Attributed to Robert J. Hanlon.
- **The Hawthorne Effect:** Henry A. Landsberger (analysis of experiments).
- **The Hedonic Treadmill:** Michael Eysenck (term coinage); theory by Brickman & Campbell.
- **Heisenberg Uncertainty Principle:** Werner Heisenberg
- **Hindsight Bias:** Baruch Fischhoff
- **Hormesis:** Concept in toxicology and biology.
- **The IKEA Effect:** Michael I. Norton, Daniel Mochon, & Dan Ariely
- **Impostor Syndrome:** Pauline R. Clance & Suzanne A. Imes
- **Inversion:** Concept used by thinkers like Marcus Aurelius and Charlie Munger.
- **The Job to Be Done (JTBD):** Clayton Christensen, Tony Ulwick.
- **The Johari Window:** Joseph Luft & Harrington Ingham
- **Kaizen (Continuous Improvement):** Japanese business philosophy.
- **The Kano Model:** Noriaki Kano
- **The Law of Conservation of Energy:** Foundational law of physics.
- **The Law of Diminishing Returns:** Foundational concept in economics.
- **The Law of Entropy:** Foundational law of thermodynamics.
- **The Law of Large Numbers:** Jacob Bernoulli
- **The Law of Triviality (Bike-shedding):** C. Northcote Parkinson
- **The Law of Unintended Consequences:** Robert K. Merton
- **Laws of Persuasion (Reciprocity, Commitment, Social Proof, Liking, Authority, Scarcity):** Robert Cialdini
- **The Lean Startup Methodology:** Eric Ries
- **The Lindy Effect:** Albert Goldman (concept); popularized by Nassim Nicholas Taleb.
- **The Long Tail:** Chris Anderson
- **Loss Aversion:** Amos Tversky & Daniel Kahneman
- **The Map is not the Territory:** Alfred Korzybski
- **Margin of Safety:** Benjamin Graham
- **Maslow's Hierarchy of Needs:** Abraham Maslow
- **Maslow's Hammer:** Abraham Maslow
- **Mental Accounting:** Richard Thaler
- **The Mere-Exposure Effect:** Robert Zajonc
- **Minimum Viable Product (MVP):** Concept formalized by Eric Ries.

- **Modern Portfolio Theory (MPT):** Harry Markowitz
- **Moral Hazard:** Concept in economics and insurance.
- **The Narrative Fallacy:** Nassim Nicholas Taleb
- **The Network Effect:** Concept in economics.
- **The Nocebo Effect:** Walter Kennedy
- **The Observer Effect:** Concept in physics.
- **Occam's Razor:** William of Ockham
- **The OODA Loop:** John Boyd
- **Opportunity Cost:** Foundational concept in economics.
- **The Paradox of Choice:** Barry Schwartz
- **The Pareto Principle (80/20 Rule):** Vilfredo Pareto
- **Pareto Efficiency:** Vilfredo Pareto
- **Parkinson's Law:** C. Northcote Parkinson
- **PEST Analysis:** Francis Aguilar
- **The Peter Principle:** Laurence J. Peter
- **The Placebo Effect:** Concept known since the 18th century.
- **The Pomodoro Technique:** Francesco Cirillo
- **Porter's Five Forces:** Michael Porter
- **Power Law:** Foundational concept in statistics.
- **The Principal-Agent Problem:** Stephen Ross & Barry Mitnick
- **The Prisoner's Dilemma:** Merrill Flood & Melvin Dresher (RAND Corporation).
- **Prospect Theory:** Daniel Kahneman & Amos Tversky
- **The Pygmalion Effect:** Robert Rosenthal & Lenore Jacobson
- **Reactance Theory:** Jack Brehm
- **The Red Queen Effect:** Leigh Van Valen
- **The Resource-Based View (RBV):** Jay B. Barney
- **Root Cause Analysis:** Foundational concept in quality management.
- **The Rule of 72:** Foundational heuristic in finance.
- **The Scientific Method:** Process developed over centuries by thinkers like Ibn al-Haytham, Francis Bacon, and Karl Popper.
- **Second-Order Thinking:** Concept used by thinkers like Howard Marks.
- **The Self-Serving Bias:** Fritz Heider
- **The Shirky Principle:** Clay Shirky
- **Spaced Repetition:** Hermann Ebbinghaus (The Forgetting Curve).
- **The Streisand Effect:** Term coined by Mike Masnick.
- **Survivorship Bias:** Abraham Wald (WWII bomber analysis).
- **SWOT Analysis:** Attributed to Albert Humphrey.
- **The Theory of Constraints:** Eliyahu M. Goldratt
- **The Theory of Evolution by Natural Selection:** Charles Darwin
- **The Theory of Relativity:** Albert Einstein
- **Thinking, Fast and Slow:** Daniel Kahneman
- **The Tipping Point:** Morton Grodzins (concept); popularized by Malcolm Gladwell.
- **The Time Value of Money:** Foundational concept in finance.

- **The Tragedy of the Commons:** Garrett Hardin
- **Via Negativa:** Concept in philosophy and theology; popularized by Nassim Nicholas Taleb.
- **The Yerkes-Dodson Law:** Robert Yerkes & John Dillingham Dodson
- **Zero-Sum vs. Non-Zero-Sum Game:** Concept from Game Theory.