



ROBBINS CHAPTER- 5

A large, horizontal, yellow arrow graphic pointing to the right, with a gradient from light yellow to dark yellow, positioned in the middle of the slide.

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Perception and Decision Making

- ✓ **PERCEPTION IS REALITY**
- ✓ Perception controls the behavioral world
- ✓ The perceiver...the devious think others are devious: understand the perceiver: most will see what they wish to see
- ✓ The target...consider the background
- ✓ The situation...out of place draws attention



Perception and Decision Making

- The Perceiver
 - Get into his/her head
 - Understand his/her background, values, etc.
 - Devious will consider you devious.....
- The Target
 - You will see what you expect*
 - Background
 - Motorcycles, with lights on...invisible.
- The Situation...is it out of place?
- Fig. 5-1