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In a lecture he gave at Stanford many years ago, Richard Rorty recounted the following story: A friend, an eminent decision theorist, had to decide between competing job offers from two universities. Unable to choose, he called up Rorty for advice. “Why don’t you make one of those fancy decision trees you’re always writing about?” suggested Rorty. His friend’s response: “Oh, come on, Dick, this is serious.”

Barbara H. Fried

*But Seriously, Folks,
What Do People Want?,
65 Stanford L. Rev. 1249 (2013)*

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