

Truth

1. What is True.
2. What is *known* to be True
3. What People *believe* is True

Politicians Respond to (3) not (2)

1. Known Knowns -- Things we know we know
 2. Known Unknowns -- Things we know we do not know
 3. Unknown Unknowns -- Things we do not know that we do not know
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Tension Between

Deduction -- (How Politicians Reason)

Induction -- (How the Great Entrepreneurs and Scientists Reason)