Truth

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

Politicians Respond to (3) not (2)

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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)