Economists have traditionally occupied themselves with understanding artificial systems, namely markets that are cleared by the purchases and sales of rational actors who simultaneously maximize profit while minimizing risk. Instead of assuming such utility maximization, Simon argues that economic actors are forever engaged in the “satisficing” of numerous discrete aspirations. Moreover, markets are not locations of perfect competition but are participated in by people with “bounded rationality” (i.e., with locally-available information that grows as they adapt to unexpected occurrences). Business organizations are repositories of local information for employees, who then make use of this information when making decisions on behalf of their employers. Such seemingly altruistic actions remain self-interested, as long as they are not too costly to employers’ personal aspirations in comparison to the rewards they receive for docilely incorporating their organization’s locally-available knowledge into their decision-making.