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Use the Science of Behavioral Economics to Understand Why People Buy “The most important business book to

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come out in years.” –Michael F. Schein, author and columnist for Forbes, Inc, and Psychology Today #1 New Release in Business Encyclopedias, Marketing Research, and Customer Relations What Your

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Customer Wants (And Can't Tell You) explains the neuroscience of consumer behavior. Learn exactly why people buy—and how to use that knowledge to improve pricing, increase sales, create

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better “brain-friendly” brand messaging, and be a more effective leader. Behavioral economics is the marketing research future of brands and business. What Your Customer Wants (And Can’t Tell You)

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goes beyond an academic understanding of behavioral economics and into practical applications. Learn how real businesses and business professionals can use science to make their companies

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better. In this book, business owner, consultant, and behavioral economics expert Melina Palmer helps leaders like you use the psychology of the consumer, innovation, and truly impactful branding to

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achieve real, bottom-line benefits. Discover information and tools you can actually use to influence consumers. Go beyond data science for business and apply behavioral economics. Learn how the

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consumer brain works. Become a better leader and creatively and effectively market your brand by understanding the true needs of your customers. Dramatically improve your effectiveness as a leader and

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marketer with the practical tools in this book, including:

- *Real-world examples that bring a concept to life and make it stick*
- *Ideas to help you with problem solving for your business*
- *Ways to hack your*

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brain into coming up with innovative programs, products, and initiatives If you liked marketing and business books like Nudge by Richard Thaler and Cass Sunstein, Predictably Irrational by Dan Ariely, or This

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is Marketing by Seth Godin, you'll love What Your Customer Wants (And Can't Tell You). A concise and reader-friendly textbook on one of the hottest developments in social and behavioral science today.

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Covering all core areas of the subject, Erik Angner clearly lays out the theory and explains the intuitions behind it. It is full of examples, exercises, and problems drawn from fields such as economics,

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management, marketing, political science, and public policy. Among other things, the book shows how to apply principles of behavioral economics to science, business, medicine, and daily

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life. No advanced mathematics is required. An ideal introduction for students coming to behavioral economics from various fields, at both undergraduate and postgraduate levels. It is

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equally suitable for general readers who have been captivated by popular-science books on behavioral economics and want to know more.

"Manu Saadia has managed to show us one more reason,

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perhaps the most compelling one of all, why we all need the world of Star Trek to one day become the world we live in."
— Chris Black, Writer and Co-Executive Producer, Star Trek: Enterprise
What would the

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world look like if everybody had everything they wanted or needed? Treconomics, the premier book in financial journalist Felix Salmon's imprint PiperText, approaches scarcity economics by coming

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at it backwards — through thinking about a universe where scarcity does not exist. Delving deep into the details and intricacies of 24th century society, Trekonomics explores post-scarcity and whether we,

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as humans, are equipped for it. What are the prospects of automation and artificial intelligence? Is there really no money in Star Trek? Is Trekonomics at all possible? Traditionally economists have

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based their economic predictions on the assumption that humans are super-rational creatures, using the information we are given efficiently and generally making selfish decisions that

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work well for us as individuals. Economists also assume that we're doing the very best we can possibly do - not only for today, but over our whole lifetimes too. But increasingly the study of behavioural

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economics is revealing that our lives are not that simple. Instead, our decisions are complicated by our own psychology. Each of us makes mistakes every day. We don't always know what's best for us

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and, even if we do, we might not have the self-control to deliver on our best intentions. We struggle to stay on diets, to get enough exercise and to manage our money. We misjudge risky situations. We

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are prone to herding: sometimes peer pressure leads us blindly to copy others around us; other times copying others helps us to learn quickly about new, unfamiliar situations. This Very Short Introduction

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explores the reasons why we make irrational decisions; how we decide quickly; why we make mistakes in risky situations; our tendency to procrastination; and how we are affected by social

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influences, personality, mood and emotions. The implications of understanding the rationale for our own financial behaviour are huge. Behavioural economics could help policy-makers to understand the

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people behind their policies, enabling them to design more effective policies, while at the same time we could find ourselves assaulted by increasingly savvy marketing. MichelleBaddeley concludes by

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looking forward, to see what the future of behavioural economics holds for us. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in

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Can economics be passionate?... Can it center on people and what really matters to them day-in and day-out.... And help us understand their hidden motives for why they do what they do in everyday life? Uri

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Gneezy and John List are revolutionaries. Their ideas and methods for revealing what really works in addressing big social, business, and economic problems gives us new understanding of the motives

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underlying human behavior. We can then structure incentives that can get people to move mountains, change their behavior—or at least get a better deal. But finding the right incentive can be like looking for a

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needle in a haystack. Gneezy and List's pioneering approach is to embed themselves in the factories, schools, communities, and offices where people work, live, and play. Then, through large-scale field experiments

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conducted “in the wild,” Gneezy and List observe people in their natural environments without them being aware that they are observed. Their randomized experiments have revealed ways to close the gap between rich

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and poor students; to stop the violence plaguing inner-city schools; to decipher whether women are really less competitive than men; to correctly price products and services; and to discover the real reasons why

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people discriminate. To get the answers, Gneezy and List boarded planes, helicopters, trains, and automobiles to embark on journeys from the foothills of Kilimanjaro to California wineries; from sultry

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northern India to the chilly streets of Chicago; from the playgrounds of schools in Israel to the boardrooms of some of the world's largest corporations. In The Why Axis, they take us along for the ride, and through

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engaging and colorful stories, present lessons with big payoffs. Their revelatory, startling, and urgent discoveries about how incentives really work are both revolutionary and immensely practical. This research will

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change both the way we think about and take action on big and little problems. Instead of relying on assumptions, we can find out, through evidence, what really works. Anyone working in business, politics, education, or

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philanthropy can use the approach Gneezy and List describe in The Why Axis to reach a deeper, nuanced understanding of human behavior, and a better understanding of what motivates

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people and why.

A guide to the study of how and why you really make financial decisions While classical economics is based on the notion that people act with rational self-interest, many key money

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decisions—like splurging on an expensive watch—can seem far from rational. The field of behavioral economics sheds light on the many subtle and not-so-subtle factors that contribute to our financial and purchasing

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choices. And in Behavioral Economics For Dummies, readers will learn how social and psychological factors, such as instinctual behavior patterns, social pressure, and mental framing, can dramatically affect

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our day-to-day decision-making and financial choices. Based on psychology and rooted in real-world examples, Behavioral Economics For Dummies offers the sort of insights designed to help investors avoid impulsive

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financial decisions The author is a professor of behavioral and institutional economics at Victoria University An essential component to improving your financial decision-making (and even to understanding current

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study of the government's role in economics--should incorporate principles from behavior economics and other branches of psychology.

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societies, changing the way that governments, businesses, and nonprofits work in the process. This book shows how the approach is grounded in a concern with practical problems, the use of evidence about human

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behavior to address those problems, and experimentation to evaluate the impact of the solutions. It gives an overview of the approach's origins in psychology and behavioral economics, its early adoption by

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the UK's pioneering “nudge unit,” and its recent expansion into new areas. The book also provides examples from across different policy areas and guidance on how to run a behavioral insights project. Finally, the book outlines

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the limitations and ethical implications of the approach, and what the future holds for this fast-moving area.

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behavioral economics to improve your life and work - and to make the world a better place to boot. No advanced mathematics is required. This is an ideal

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textbook for students coming to behavioral economics from various fields. It can be used on its own in introductory courses, or in combination with

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resources make for a plug and play experience for instructors teaching behavioral economics for the first time.

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Financial Times Award-winning Wharton Professor and Choiceology podcast host Katy Milkman has devoted her career to the study of behavior change. In

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this ground-breaking book, Milkman reveals a proven path that can take you from where you are to where you want to be, with a foreword from psychologist Angela

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Duckworth, the best-selling author of Grit. Change comes most readily when you understand what's standing between you and success and tailor your

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solution to that roadblock. If you want to work out more but find exercise difficult and boring, downloading a goal-setting app probably won't help. But

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what if, instead, you transformed your workouts so they became a source of pleasure instead of a chore?
Turning an uphill battle into a downhill one is

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the key to success. Drawing on Milkman's original research and the work of her world-renowned scientific collaborators, How to Change shares strategic

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methods for identifying and overcoming common barriers to change, such as impulsivity, procrastination, and forgetfulness. Through case studies and

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engaging stories, you'll learn:

- Why timing can be everything when it comes to making a change
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even if it's about something you're struggling with, can help you achieve more
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others change for the better or are struggling to kick-start change yourself, How to Change offers an invaluable, science-based blueprint for achieving your

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goals, once and for all.
In the last decade,
behavioral economics,
borrowing from
psychology and sociology
to explain decisions
inconsistent with

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traditional economics, has revolutionized the way economists view the world. But despite this general success, behavioral thinking has fundamentally

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transformed only one field of applied economics—finance. Peter Diamond and Hannu Vartiainen's Behavioral Economics and Its Applications argues that

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behavioral economics can have a similar impact in other fields of economics. In this volume, some of the world's leading thinkers in behavioral economics

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and general economic theory make the case for a much greater use of behavioral ideas in six fields where these ideas have already proved useful but have not yet

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been fully incorporated--public economics, development, law and economics, health, wage determination, and organizational

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economics. The result is an attempt to set the agenda of an important development in economics--an agenda that will interest policymakers,

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sociologists, and psychologists as well as economists. Contributors include Ian Ayres, B. Douglas Bernheim, Truman F. Bewley, Colin F. Camerer, Anne Case,

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of Hayek's life and work, this new book, by an important Hayekian scholar, dispels many of the mysteries surrounding one of the most prominent economists and political philosophers of the twentieth century. Angner argues that Hayek's work should be seen

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as continuous with the Natural Law tradition, going on to an
Most organizations spend much of their effort on the start of the value creation process: namely, creating a strategy, developing new products or services, and analyzing the market. They pay a

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lot less attention to the end: the crucial “last mile” where consumers come to their website, store, or sales representatives and make a choice. In The Last Mile, Dilip Soman shows how to use insights from behavioral science in order to close that

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gap. Beginning with an introduction to the last mile problem and the concept of choice architecture, the book takes a deep dive into the psychology of choice, money, and time. It explains how to construct behavioral experiments and

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understand the data on preferences that they provide. Finally, it provides a range of practical tools with which to overcome common last mile difficulties. The Last Mile helps lay readers not only to understand behavioral science,

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but to apply its lessons to their own organizations' last mile problems, whether they work in business, government, or the nonprofit sector. Appealing to anyone who was fascinated by Dan Ariely's Predictably Irrational, Richard Thaler and

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Cass Sunstein's Nudge, or Daniel Kahneman's Thinking, Fast and Slow but was not sure how those insights could be practically applied, The Last Mile is full of solid, concrete advice on how to put the lessons of behavioral science to work.

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“Brilliant. . . . Lewis has given us a spectacular account of two great men who faced up to uncertainty and the limits of human reason.” —William Easterly, Wall Street Journal
Forty years ago, Israeli psychologists Daniel Kahneman

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and Amos Tversky wrote a series of breathtakingly original papers that invented the field of behavioral economics. One of the greatest partnerships in the history of science, Kahneman and Tversky's extraordinary friendship incited a revolution in

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Big Data studies, advanced evidence-based medicine, led to a new approach to government regulation, and made much of Michael Lewis's own work possible. In *The Undoing Project*, Lewis shows how their Nobel Prize-winning theory of the mind

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altered our perception of reality. This book is intended as a textbook for a course in behavioral economics for advanced undergraduate and graduate students who have already learned basic economics. The book will also be useful for

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introducing behavioral economics to researchers. Unlike some general audience books that discuss behavioral economics, this book does not take a position of completely negating traditional economics. Its position is that both behavioral

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and traditional economics are tools that have their own uses and limitations. Moreover, this work makes clear that knowledge of traditional economics is a necessary basis to fully understand behavioral economics. Some of the special

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features compared with other textbooks on behavioral economics are that this volume has full chapters on neuroeconomics, cultural and identity economics, and economics of happiness. These are distinctive subfields of

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economics that are different from, but closely related to, behavioral economics with many important overlaps with behavioral economics. Neuroeconomics, which is developing fast partly because of technological progress, seeks to

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understand how the workings of our minds affect our economic decision making. In addition to a full chapter on neuroeconomics, the book provides explanations of findings in neuroeconomics in chapters on prospect theory (a major decision theory of

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behavioral economics under uncertainty), intertemporal economic behavior, and social preferences (preferences that exhibit concerns for others). Cultural and identity economics seek to explain how cultures and people's identities affect

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economic behaviors, and economics of happiness utilizes measures of subjective well-being. There is also a full chapter on behavioral normative economics, which evaluates economic policies based on findings and theories of

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Creating Social and Economic
Value from Behavioral Insights
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Friendship That Changed Our Minds

Psychology and Behavioral Economics

Hidden Motives and the Undiscovered Economics of Everyday Life

Behavioural economics and

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behavioural finance are rapidly expanding fields that are continually growing in prominence. While orthodox economic models are built upon restrictive and simplifying assumptions about rational choice and efficient markets, behavioural economics

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offers a robust alternative using insights and evidence that rest more easily with our understanding of how real people think, choose and decide. This insightful textbook introduces the key concepts from this rich, interdisciplinary approach to real-world decision-making. This

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new edition of Behavioural Economics and Finance is a thorough extension of the first edition, including updates to the key chapters on prospect theory; heuristics and bias; time and planning; sociality and identity; bad habits; personality, moods and

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emotions; behavioural macroeconomics; and well-being and happiness. It also includes a number of new chapters dedicated to the themes of incentives and motivations, behavioural public policy and emotional trading. Using pedagogical features such as

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chapter summaries and revision questions to enhance reader engagement, this text successfully blends economic theories with cutting-edge multidisciplinary insights. This second edition will be indispensable to anyone interested in how behavioural economics and

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finance can inform our understanding of consumers' and businesses' decisions and choices. It will appeal especially to undergraduate and graduate students but also to academic researchers, public policy-makers and anyone interested in deepening

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their understanding of how economics, psychology and sociology interact in driving our everyday decision-making. Psychology and Behavioral Economics offers an expert introduction to how psychology can be applied to a range of public

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policy areas. It examines the impact of psychological research for public policymaking in economic, financial, and consumer sectors; in education, healthcare, and the workplace; for energy and the environment; and in communications. Your energy bills

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show you how much you use compared to the average household in your area. Your doctor sends you a text message reminder when your appointment is coming up. Your bank gives you three choices for how much to pay off on your credit card each month. Wherever you

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look, there has been a rapid increase in the importance we place on understanding real human behaviors in everyday decisions, and these behavioral insights are now regularly used to influence everything from how companies recruit employees through to large-

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scale public policy and government regulation. But what is the actual evidence behind these tactics, and how did psychology become such a major player in economics?

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that brought behavioral sciences to the forefront of public policy. Featuring over 100 empirical examples of how behavioral insights are being used to address some of the most critical challenges faced globally, the book covers key topics such as evidence-based

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the work of the Canadian government's behavioral insights unit, this is the perfect textbook for students of psychology, economics, public health, education, and organizational sciences, as well as public policy professionals looking for fresh

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insight into the underlying theory and practical applications in a range of public policy areas.

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and basic features of the law --
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Consumer contracts -- Tort law --
Commercial law -- Administrative,
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Tax law and redistribution --
Litigants' behavior -- Judicial

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decision-making -- Evidence law
Over the last few decades behavioral economics has revolutionized the discipline. It has done so by putting the human back into economics, by recognizing that people sometimes make mistakes, care about others and are generally

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not as cold and calculating as economists have traditionally assumed. The results have been exciting and fascinating, and have fundamentally changed the way we look at economic behavior. This textbook introduces all the key results and insights of behavioral

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economics to a student audience. Ideas such as mental accounting, prospect theory, present bias, inequality aversion and learning are explained in detail. These ideas are also applied in diverse settings such as auctions, stock market crashes, charitable donations and

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health care, to show why behavioral economics is crucial to understanding the world around us. Consideration is also given to what makes people happy, and how we can potentially nudge people to be happier. This new edition contains expanded and updated coverage of

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contract theory, bargaining in the family, time and risk, and stochastic reference points, among other topics, to ensure that readers are kept up to speed with this fast-paced field. The companion website is also updated with a range of new questions and worked examples.

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This book remains the ideal introduction to behavioral economics for advanced undergraduate and graduate students.

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How to Change

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The Basics

What Your Customer Wants and Can't Tell You

Dishonesty in Behavioral Economics provides a rigorous and comprehensive overview

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of dishonesty, presenting state-of-the-art research that adopts a behavioral economics perspective. Throughout the volume, contributors emphasize the effects of psychological, social, and

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cognitive factors on the decision-making process. In contrast to related titles, Dishonesty in Behavioral Economics emphasizes the importance of empirical research methodologies. Its

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contributors demonstrate how various methods applied to similar research questions can lead to different results. This characteristic is important because, of course, it is difficult to obtain reliable

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measures of dishonesty. Reviews many key issues in the literature around lying, cheating, fraudulence, and deception Covers both state-of-the-art methods and data collection mechanisms (e.g.,

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laboratory experiments, field experiments, online surveys)

Discusses novel interdisciplinary research findings and from them proposes new avenues of research

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economies, small enterprise will cease to exist in developing countries.

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contributes to the better understanding of corporate governance models by documenting the structures, principles, tenets, case studies, and applications for the development of good business

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Volume II: Other-Regarding Preferences

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literature as well as experiential examples. Real-world examples are drawn from news items, historical accounts and the economics literature. Experimental examples are drawn from the economics literature. These examples are

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