Twenty years ago, behavioral economics did not exist as a field. Most economists were deeply skeptical—even antagonistic—toward the idea of importing insights from psychology into their field. Today, behavioral economics has become virtually mainstream. It is well represented in prominent journals and top economics departments, and behavioral economists, including several contributors to this volume, have garnered some of the most prestigious awards in the profession. This book assembles the most important papers on behavioral economics published since around 1990. Among the 25 articles are many that update and extend earlier foundational contributions, as well as cutting-edge papers that break new theoretical and empirical ground. Advances in Behavioral Economics will serve as the definitive one-volume resource for those who want to familiarize themselves with the new field or keep up-to-date with the latest developments. It will not only be a core text for students, but will be consulted widely by professional economists, as well as psychologists and social scientists with an interest in how behavioral insights are being applied in economics. The articles, which follow Colin Camerer and George Loewenstein's introduction, are by the editors, George A. Akerlof, Linda Babcock, Shlomo Benartzi, Vincent P. Crawford, Peter Diamond, Ernst Fehr, Robert H. Frank, Shane Frederick, Simon Gächter, David Genesove, Itzhak Gilboa, Uri Gneezy, Robert M. Hutchens, Daniel Kahneman, Jack L.

Two of Forbes magazine’s “world’s most powerful economists” provide the breakthrough ideas to challenge the assumptions of human decision-making. Can economics be passionate? Can it centre on people and what really matters to them? And can it help us understand why they do what they do in everyday life? Two revolutionary economists believe it can. In The Why Axis, Uri Gneezy and John List lead us on a journey to discover the economics underlying human motivation and how to structure the incentives that can get people to move mountains. Finding the right incentive can be like looking for a needle in a haystack, but Gneezy and List have pioneered an innovative approach to zeroing in on those needles. Like other economists, they gather data and build models, but then they go much, much further, embedding themselves in our messy world—the factories, schools, communities and offices where people live, work and play. Their goal: to discover solutions to the big, difficult problems, such as the gap between rich and poor, the violence plaguing inner city schools, why people really discriminate, and whether women are really less competitive than men. Their revelatory and startling discoveries about how incentives really work are both groundbreaking and immensely practical. This research will change the way we both think about and take action on big and little problems. Anyone working in business, politics, education or philanthropy can use the approach Gneezy and List describe in The Why Axis to reach a deeper, more nuanced understanding of human behaviour and a better grasp of what motivates people and why.

Argues that public finance—the study of the government's role in economics—should incorporate principles from behavior economics and other branches of psychology.

This textbook looks at decisions—how we make them, and what makes them good or bad. In this bestselling introduction, Erik Angner clearly lays out the theory of behavioral economics and explains the intuitions behind it. The book offers a rich tapestry of examples, exercises, and problems drawn from fields such as economics, management, marketing, political science, and public policy. It shows how to apply the principles of 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 textbook for students coming to behavioral economics from various fields. It can be used on its own in introductory courses, or in combination with other texts at advanced undergraduate and postgraduate levels. It is equally suitable for general readers who have been captivated by popular-science books on behavioral economics and want to know more about this intriguing subject.
Behavioural economics and 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 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 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 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 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 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 policymakers and anyone interested in deepening their understanding of how economics, psychology and sociology interact in driving our everyday decision-making.

Game theory, the formalized study of strategy, began in the 1940s by asking how emotionless geniuses should play games, but ignored until recently how average people with emotions and limited foresight actually play games. This book marks the first substantial and authoritative effort to close this gap. Colin Camerer, one of the field's leading figures, uses psychological principles and hundreds of experiments to develop mathematical theories of reciprocity, limited strategizing, and learning, which help predict what real people and companies do in strategic situations. Unifying a wealth of information from ongoing studies in strategic behavior, he takes the experimental science of behavioral economics a major step forward. He does so in lucid, friendly prose. Behavioral game theory has three ingredients that come clearly into focus in this book: mathematical theories of how moral obligation and vengeance affect the way people bargain and trust each other; a theory of how limits in the brain constrain the number of steps of "I think he thinks . . ." reasoning people naturally do; and a theory of how people learn from experience to make better strategic decisions. Strategic interactions that can be explained by behavioral game theory include bargaining, games of bluf

Page 3/16
alone in blending experimental evidence and psychology in a mathematical theory of normal strategic behavior. It is must reading for anyone who seeks a more complete understanding of strategic thinking, from professional economists to scholars and students of economics, management studies, psychology, political science, anthropology, and biology.

Many fields are beginning to implement developing practices that prove to be more efficient and environmentally friendly compared to traditional practices. This holds true for the realm of business, as organizations are redesigning their operations through the incorporation of sustainable methods. Research is needed on the specific techniques companies are using to promote efficiency and improved effectiveness using sustainability. Handbook of Research on Sustainable Supply Chain Management for the Global Economy is an essential reference source that discusses the incorporation of sustainability in various facets of business management. Featuring research on topics such as disruptive logistics, production planning, and renewable energy sources, this book is ideally designed for researchers, practitioners, students, managers, policymakers, academicians, economists, scholars, and educators seeking coverage on sustainable practices in supply chains to ensure a cleaner environment.

Leading researcher John F. Tomer presents an invigorating and concise introduction to behavioral economics that offers essential behavioral theories, perspectives, trends and developments within this ever-evolving discipline.

Allan Schmid’s innovative text, Conflict and Cooperation: Institutional and Behavioral Economics, investigates "the rules of the game," how institutions—both formal and informal—affect these rules, and how these rules are changed to serve competing interests. This text addresses both formal and informal institutions and the impact of alternative institutions, as well as institutional change and evolution. With its broad applications and numerous practice and discussion questions, this book will be appealing not only to students of economics, but also to those studying sociology, law, and political science. Addresses formal and informal institutions, the impact of alternative institutions, and institutional change and evolution. Presents a framework open to changing preferences, bounded rationality, and evolution. Explains how to form empirically testable hypotheses using experiments, case studies, and econometrics. Includes numerous practice and discussion questions.

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

Psychology and Behavioral Economics offers an expert introduction to how psychology can be applied to a range of public 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 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 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-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? Answering these questions and more, this team of authors, working across both academia and government, present this fully revised and updated reworking of Behavioral Insights for Public Policy. This update covers everything from how policy was historically developed, to major research in human behavior and social psychology, to key moments 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 policy, a brief history of behavioral and decision sciences, behavioral economics, and policy evaluation, all illustrated throughout with lively case studies. Including end-of-chapter questions, a glossary, and key concept boxes to aid retention, as well as a new chapter revealing 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 insight into the underlying theory and practical applications in a range
of public policy areas.

In this book, David K. Levine questions the idea that behavioral economics is the answer to economic problems. He explores the successes and failures of contemporary economics both inside and outside the laboratory, and asks whether popular behavioral theories of psychological biases are solutions to the failures. The book not only provides an overview of popular behavioral theories and their history, but also gives the reader the tools for scrutinizing them.

Providing a radical new reading 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 as continuous with the Natural Law tradition, going on to an

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 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 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 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 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 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 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 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 behavioral economics.

Use the Science of Behavioral Economics to Understand Why People Buy “The most important business book
Read Book A Course In Behavioral Economics

to 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 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 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) 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 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 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 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 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 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 is Marketing by Seth Godin, you’ll love
What Your Customer Wants (And Can’t Tell You).

Traditionally economists have 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 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 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 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 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
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 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 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. Michelle Baddeley concludes by 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 almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Recent discoveries in psychology and neuroscience have improved our understanding of why our decision making processes fail to match standard social science assumptions about rationality. As researchers such as Daniel Kahneman, Amos Tversky, and Richard Thaler have shown, people often depart in systematic ways from the predictions of the rational actor model of classic economic thought because of the influence of emotions, cognitive biases, an aversion to loss, and other strong motivations and values. These findings about the limits of rationality have formed the basis of behavioral economics, an approach that has attracted enormous attention in recent years. This collection of essays applies the insights of behavioral economics to the study of nuclear weapons policy. Behavioral economics gives us a more accurate picture of how people think and, as a consequence, of how they make decisions about whether to acquire or use nuclear arms. Such decisions are made in real-world circumstances in which rational calculations about cost and benefit are intertwined with complicated emotions and subject to human limitations. Strategies for pursuing nuclear deterrence and nonproliferation should therefore, argue the contributors, account for these dynamics in a systematic way. The contributors to this collection examine how a behavioral approach might inform our understanding of topics such as deterrence, economic sanctions, the nuclear nonproliferation regime, and U.S. domestic debates about ballistic missile defense. The essays also take note of the limitations of a behavioral approach for dealing with situations in which even a single deviation from the predictions of any model can have dire consequences.

Wall Street Journal bestseller “A welcome revelation.” --The Financial Times Award-winning Wharton Professor and Choiceology podcast host Katy Milkman has devoted her career to the study of behavior change. In 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 Duckworth, the best-selling author of Grit. Change comes most readily when you understand what's standing between you and success and tailor your 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 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 the key to success. Drawing on Milkman's original research and the work of her world-renowned scientific collaborators, How to Change shares strategic methods for identifying and overcoming common barriers to change, such as impulsivity, procrastination, and forgetfulness. Through case studies and engaging stories, you’ll learn: • Why timing can be everything when it comes to making a change • How to turn temptation and inertia into assets • That giving advice, even if it's about something you're struggling with, can help you achieve more Whether you're a manager, coach, or teacher aiming to help 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 goals, once and for all.

This textbook looks at decisions – how we make them, and what makes them good or bad. In this bestselling introduction, Erik Angner clearly lays out the theory of behavioral economics and explains the intuitions behind it. The book offers a rich tapestry of examples, exercises, and problems drawn from fields such as economics, management, marketing, political science, and public policy. It shows how to apply the principles of 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 textbook for students coming to behavioral economics from various fields. It can be used on its own in introductory courses, or in combination with other texts at advanced undergraduate and postgraduate levels. It is equally suitable for general readers who have been captivated by popular-science books on behavioral economics and want to know more about this intriguing subject. New to this Edition: - An updated chapter on behavioral policy and the nudge agenda. - Several new sections, for example on the economics of happiness. - Updated examples and exercises, with an expanded answer key - Refreshed ancillary resources make for a plug and play experience for instructors teaching behavioral economics for the first time.

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 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 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 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 mistakes, companies understand the mechanisms behind individual choices, and governments and nonprofits make public decisions. A friendly introduction to the study of how and why people really make 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 events), Behavioral Economics For Dummies is important for just about anyone who has a bank account and is interested in why—and when—they spend money.

Taken from the first definitive introduction to behavioral economics, The Foundations of Behavioral Economic Analysis: Other-Regarding Preferences is an authoritative and cutting edge guide to this essential topic for advanced undergraduate and postgraduate students. It considers the evidence from experimental games on human sociality, and gives models and applications of inequity aversion, intention based reciprocity, conditional cooperation, human virtues, and social identity. This updated extract from Dhami's leading textbook allows the reader to pursue subsections of this vast and rapidly growing field and to tailor their reading to their specific interests in behavioural economics.

What is behavioral economics and why is it important? -- The ascent and dissent of economics -- Econ: homo economicus -- Human: more homer (simpson) than homo economicus -- Manners, monkeys and moods -- Nudge: whys, ways and weasels -- Sell! the commercial (and political) world of persuasion

As one of the first texts to take a behavioral approach to macroeconomic expectations, this book introduces a new way of doing economics. Rötheli uses cognitive psychology in a bottom-up method of modeling macroeconomic expectations. His research is based on laboratory experiments and historical data, which he extends to real-world situations. Pattern extrapolation is shown to be the key to understanding expectations of inflation and income. The quantitative model of expectations is used to analyze the course of inflation and nominal interest rates in a range of countries and historical periods. The model of expected income is applied to the analysis of business cycle phenomena such as the great recession in the United States. Data and spreadsheets are provided for readers to do their own computations of macroeconomic expectations. This book offers new perspectives in many areas of macro and financial economics.

Handbook of Behavioral Economics: Foundations and Applications presents the concepts and tools of behavioral economics. Its authors are all economists who share a belief that the objective of behavioral economics is to enrich, rather than to destroy or replace, standard economics. They provide authoritative perspectives on the value to economic inquiry of insights gained from psychology. Specific chapters in this first volume cover reference-dependent preferences, asset markets, household finance, corporate finance, public economics, industrial organization, and structural behavioural economics. This
Handbook provides authoritative summaries by experts in respective subfields regarding where behavioral economics has been; what it has so far accomplished; and its promise for the future. This taking-stock is just what Behavioral Economics needs at this stage of its so-far successful career. Helps academic and non-academic economists understand recent, rapid changes in theoretical and empirical advances within behavioral economics. Designed for economists already convinced of the benefits of behavioral economics and mainstream economists who feel threatened by new developments in behavioral economics. Written for those who wish to become quickly acquainted with behavioral economics.

In the last decade, behavioral economics, borrowing from psychology and sociology to explain decisions inconsistent with traditional economics, has revolutionized the way economists view the world. But despite this general success, behavioral thinking has fundamentally transformed only one field of applied economics—finance. Peter Diamond and Hannu Vartiainen's Behavioral Economics and Its Applications argues that 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 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 been fully incorporated—public economics, development, law and economics, health, wage determination, and organizational economics. The result is an attempt to set the agenda of an important development in economics—an agenda that will interest policymakers, sociologists, and psychologists as well as economists. Contributors include Ian Ayres, B. Douglas Bernheim, Truman F. Bewley, Colin F. Camerer, Anne Case, Michael D. Cohen, Peter Diamond, Christoph Engel, Richard G. Frank, Jacob Glazer, Seppo Honkapohja, Christine Jolls, Botond Koszegi, Ulrike Malmendier, Sendhil Mullainathan, Antonio Rangel, Emmanuel Saez, Eldar Shafir, Sir Nicholas Stern, Jean Tirole, Hannu Vartiainen, and Timothy D. Wilson.

The definitive introduction to the behavioral insights approach, which applies evidence about human behavior to practical problems. Our behavior is strongly influenced by factors that lie outside our conscious awareness, although we tend to underestimate the power of this “automatic” side of our behavior. As a result, governments make ineffective policies, businesses create bad products, and individuals make unrealistic plans. In contrast, the behavioral insights approach applies evidence about actual human behavior—rather than assumptions about it—to practical problems. This volume in the MIT Press Essential Knowledge series, written by two leading experts in the field, offers an accessible introduction to behavioral insights, describing core features, origins, and practical examples. Since 2010, these insights have opened up new ways of addressing some of the biggest challenges faced by 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 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 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 the limitations and ethical implications of the approach, and what the future holds for this fast-moving area.

A new wave of products is helping people change their behavior and daily routines, whether it’s exercising more (Jawbone Up), taking control of their finances (HelloWallet), or organizing their email (Mailbox). This practical guide shows you how to design these types of products for users seeking to take action and achieve specific goals. Stephen Wendel, HelloWallet’s head researcher, takes you step-by-step through the process of applying behavioral economics and psychology to the practical problems of product design and development. Using a combination of lean and agile development methods, you’ll learn a simple iterative approach for identifying target users and behaviors, building the product, and gauging its effectiveness. Discover how to create easy-to-use products to help people make positive changes. Learn the three main strategies to help people change behavior Identify your target audience and the behaviors they seek to change Extract user stories and identify obstacles to behavior change Develop effective interface designs that are enjoyable to use Measure your product’s impact and learn ways to improve it Use practical examples from products like Nest, Fitbit, and Opower

Behavioural Economics and Experiments addresses key topics within behavioural economics, exploring vital questions around decision-making and human nature. Assuming no prior knowledge of economics, the book features wide-ranging examples from literature, film, sport, neuroscience and beyond. Ananish Chaudhuri explores the complex relationships between human behaviour, society and decision-making, introducing readers to the latest work on heuristics, framing and anchoring, as well as ideas around fairness, trust and social norms. The book offers a fresh perspective on issues such as: Decision-making under uncertainty Firms’ pricing decisions Employment contracts Coordination failures in organizations Preventing bubbles in financial markets This is an ideal introduction for students of behavioural economics, experimental economics and economic decision-making on economics, public policy, psychology and business-related programmes, and will also be accessible to policymakers and curious laymen.

Most people are too busy to keep up with all the good movies they’d like to see, so why should anyone spend their precious time watching the bad ones? In Why It’s OK to Love Bad Movies, philosopher and
cinematic bottom feeder Matthew Strohl enthusiastically defends a fondness for disreputable films. Combining philosophy of art with film criticism, Strohl flips conventional notions of "good" and "bad" on their heads and makes the case that the ultimate value of a work of art lies in what it can add to our lives. By this measure, some of the worst movies ever made are also among the best. Through detailed discussions of films such as Troll 2, The Room, Batman & Robin, Twilight, Ninja III: The Domination, and a significant portion of Nicolas Cage's filmography, Strohl argues that so-called "bad movies" are the ones that break the rules of the art form without the aura of artistic seriousness that surrounds the avant-garde. These movies may not win any awards, but they offer rich opportunities for creative engagement and enable the formation of lively fan communities, and they can be a key ingredient in a fulfilling aesthetic life. Key Features: Written in a humorous, approachable style, appealing to readers with no background in philosophy. Elaborates the rewards of loving bad movies, such as forming unlikely social bonds and developing refinement without narrowness. Discusses a wide range of beloved bad movies, including Plan 9 from Outer Space, The Core, Battlefield Earth, and Freddy Got Fingered. Contains the most extensive discussion of Nicolas Cage ever included in a philosophy book.

Winner of the Nobel Prize in Economics Get ready to change the way you think about economics. Nobel laureate Richard H. Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. Misbehaving is his arresting, frequently hilarious account of the struggle to bring an academic discipline back down to earth—and change the way we think about economics, ourselves, and our world. Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying a clock radio, selling basketball tickets, or applying for a mortgage, we all succumb to biases and make decisions that deviate from the standards of rationality assumed by economists. In other words, we misbehave. More importantly, our misbehavior has serious consequences. Dismissed at first by economists as an amusing sideshow, the study of human miscalculations and their effects on markets now drives efforts to make better decisions in our lives, our businesses, and our governments. Coupling recent discoveries in human psychology with a practical understanding of incentives and market behavior, Thaler enlightens readers about how to make smarter decisions in an increasingly mystifying world. He reveals how behavioral economic analysis opens up new ways to look at everything from household finance to assigning faculty offices in a new building, to TV game shows, the NFL draft, and businesses like Uber. Laced with antic stories of Thaler’s spirited battles with the bastions of traditional economic thinking, Misbehaving is a singular look into profound human foibles. When economics meets psychology, the implications for individuals, managers, and policy makers are both profound and entertaining. Shortlisted for the Financial Times & McKinsey Business Book of the Year Award
Tracing the associations between artists, planners and engineers with and within the materials of our environment, this book introduces the more than human relational theory of ‘art worlding’ as a way of coming to know our relational continuity. Through a series of ‘sculptural’ ethnographies of the making and doing of art in urban and rural contexts, the author re-orientates the art-planning relationship in recognition of art practice as a way of knowing more than human relations, thus promoting the organic continuity between humans and environment. Methodologically innovative, the book traces the inter-relation of art as part of planning practice and integrates artistic practice as a mode of inquiry within planning research. It introduces a new paradigm for public art scholarship and practice that re-connects art and planning. Art Worlding: Planning Relations will appeal to sociologists and social anthropologists with interests in art practice, as well as those working in the fields of urban and rural planning, urban regeneration and cultural management.

'Decision Making' provides a broad survey of the field of decision making from the perspective of the economics researcher. The book is divided into two parts, the first provides a concise and systematic overview of the field of decision research, and the second goes deeper into key topics and debates within the field.

A concise and reader-friendly textbook on one of the hottest developments in social and behavioral science today. 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, 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 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 equally suitable for general readers who have been captivated by popular-science books on behavioral economics and want to know more.


The third edition of this successful textbook introduces students to behavioral economics. It offers a
critical examination of the latest literature, research, developments and debates in the field by discussing topics such as evolutionary psychology and neuroscience. Contains a wealth of case studies, examples and review questions.

Introduction to Behavioral Economics is focused on the broad principles of behavior, which are illustrated using real-world examples from experimental 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 discussed providing explanatory figures and interpretations. With the rise of both behavioral finance and behavioral industrial organization, undergraduates now clamor for formal training and instruction in behavioral economics. Introduction to Behavioral Economics covers all the ways consumers and other economic agents behave in a nonrational manner and prepares readers to make rational economic choices. This text provides experiments as a set of examples of the broader principles of behavior.

Dishonesty in Behavioral Economics provides a rigorous and comprehensive overview 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 cognitive factors on the decision-making process. In contrast to related titles, Dishonesty in Behavioral Economics emphasizes the importance of empirical research methodologies. Its 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 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., laboratory experiments, field experiments, online surveys) Discusses novel interdisciplinary research findings and from them proposes new avenues of research This book compares and contrasts the neo-classic standard economics model with the behavioural economics model and shows how the latter attempts to explain the anomalies found in empirical research.

Behavioral economics has potential to offer novel solutions to some of today's most pressing public health problems: How do we persuade people to eat healthy and lose weight? How can health professionals communicate health risks in a way that is heeded? How can food labeling be modified to inform healthy food choices? Behavioral Economics and Public Health is the first book to apply the groundbreaking insights of behavioral economics to the persisting problems of health behaviors and behavior change. In addition to providing a primer on the behavioral economics principles that are most relevant to public
health, this book offers details on how these principles can be employed to mitigating the world's greatest health threats, including obesity, smoking, risky sexual behavior, and excessive drinking. With contributions from an international team of scholars from psychology, economics, marketing, public health, and medicine, this book is a trailblazing new approach to the most difficult and important problems of our time.

This book presents a history of behavioral economics. The recurring theme is that behavioral economics reflects and contributes to a fundamental reorientation of the epistemological foundations upon which economics had been based since the days of Smith, Ricardo, and Mill. With behavioral economics, the discipline has shifted from grounding its theories in generalized characterizations to building theories from behavioral assumptions directly amenable to empirical validation and refutation. The book proceeds chronologically and takes the reader from von Neumann and Morgenstern's axioms of rational behavior, through the incorporation of rational decision theory in psychology in the 1950s-70s, to the creation and rise of behavioral economics in the 1980s and 1990s at the Sloan and Russell Sage Foundations.

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