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NICK WILKINSON

MATTHIAS KLAES

An Introduction To Behavioral Economics

Nick Wilkinson, Matthias Klaes



An Introduction To Behavioral Economics:

An Introduction to Behavioral Economics Nick Wilkinson, Matthias Klaes, 2017-12-16 The third edition of this successful textbook is a comprehensive rigorous survey of the major topics in the field of behavioral economics Building on the strengths of the second edition it offers an up to date and critical examination of the latest literature research developments and debates in the field Offering an inter disciplinary approach the authors incorporate psychology evolutionary biology and neuroscience into the discussions And ultimately they consider what it means to be rational why we so often indulge in irrational and self harming behavior and also why irrational behavior can sometimes serve us well A perfect book for economics students studying behavioural economics at higher undergraduate level or Master s level This new edition features Extended material on heuristics and biases and new material on neuroeconomics and its applications A wealth of new topical case studies such as voting behavior in Brexit and the Trump election and the current obesity epidemic More examples and review questions to help cement understanding **An Introduction to Behavioral Economics** Nick Wilkinson, 2008 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 **Advanced Introduction to Behavioral Economics** John F. Tomer, 2017-09-29 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 **Introduction to Behavioral Economics** David R. Just, 2013-11-21 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 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 **Behavioural Economics: A Very Short Introduction** Michelle Baddeley, 2017-01-19 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

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Behavioral Economics Edward Cartwright, 2018-01-23 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

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A Course in Behavioral Economics Erik Angner, 2020-11-27 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

Decisions, Preferences, and Heuristics Pere Mir-Artigues, 2023-08-14 This enlightening book comprehensively maps the current state of economic psychology and behavioural economics Exploring key concepts topics and models in the field it is also a launching pad for future research and provides useful insights on how good personal and professional decisions can be made advancing microeconomic discourse

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