
A Course In Behavioral Economics English Edition

The International Handbook on Innovation
Behavioural Economics and Finance
Creating Social and Economic Value from Behavioral Insights
A History
Experiments in Strategic Interaction
An Introduction to Behavioral Economics
Advanced Introduction to Behavioral Economics
Institutional and Behavioral Economics
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A Course in Behavioral Economics
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Unlocking Consumer Decisions with the Science of Behavioral Economics
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The Last Mile
How to use psychology and behavioral science to create an experience that sings
The Science of Getting from Where You Are to Where You Want to Be
Behavioral Insights
Hayek and Natural Law
The Why Axis
Volume II: Other-Regarding Preferences

SHANIYA RHETT

The International Handbook on Innovation Princeton University Press

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

Behavioural Economics and Finance Springer

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.

Creating Social and Economic Value from Behavioral Insights Wiley Global Education

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 bluffing as in sports and poker, strikes, how conventions help coordinate a joint activity, price competition and patent races, and building up reputations for trustworthiness or ruthlessness in business or life. While there are many books on standard game theory that address the way ideally rational actors operate, Behavioral Game Theory stands 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.

A History Cambridge University Press

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 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 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 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, 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 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.

Experiments in Strategic Interaction John Wiley & Sons

What if you could use Nobel prize-winning science to predict the choices your customers will make?

Customer and user behaviors can seem irrational. Shaped by mental shortcuts and psychological biases, their actions often appear random on the surface. In *Choice Hacking*, we'll learn to predict these irrational behaviors and apply the science of decision-making to create unforgettable customer experiences. Discover a framework for designing experiences that doesn't just show you what principles to apply, but introduces a new way of thinking about customer behavior. You'll finish *Choice Hacking* feeling confident and ready to transform your experience with science. In *Choice Hacking*, you'll discover: - How to make sure your customer experience is designed for what people do (not what they say they'll do) - How to increase the odds that customers will make the "right choice" in any environment - How to design user experiences that drive action and engagement - How to create retail experiences that persuade and drive brand love - How brands like Uber, Netflix, Disney, and Starbucks apply these principles in their customer and user experiences Additional resources included with the book: - Access to free video Companion Course - Access to exclusive free resources, tools, examples, and use cases online Who will benefit from reading *Choice Hacking*? This book was written for anyone who wants to better understand customer and user decision-making. Whether you're a consultant, strategist, digital marketer, small business owner, writer, user experience designer, student, manager, or organizational leader, you will find immediate value in *Choice Hacking*. About the Author Jennifer Clinehens is currently Head of Experience at a major global experience agency. She holds a Master's degree in Brand Management as well as an MBA from Emory University's Goizueta School. Ms. Clinehens has client-side and consulting experience working for brands like AT&T, McDonald's, and Adidas, and she's helped shape customer experiences across the globe. A recognized authority in marketing and customer experience, she is also the author of *CX That Sings: An Introduction To Customer Journey Mapping*. To learn more about this book or contact the author, please visit ChoiceHacking.com

An Introduction to Behavioral Economics Oxford University Press, USA

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. Knetsch, David Laibson, Christopher Mayer, Terrance Odean, Ted O'Donoghue, Aldo Rustichini, David Schmeidler, Klaus M. Schmidt, Eldar Shafir, Hersh M. Shefrin, Chris Starmer, Richard H. Thaler, Amos Tversky, and Janet L. Yellen.

Advanced Introduction to Behavioral Economics Palgrave MacMillan

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

Institutional and Behavioral Economics Oxford University Press

A powerful critique of nudge theory and the paternalist policies of behavioral economics, and an argument for a more inclusive form of rationality.

Decision Making Routledge

"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 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 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 altered our perception of reality.

Behavioral Economics For Dummies Macmillan International Higher Education

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.

Behavioral Economics and Its Applications W. W. Norton & Company

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.

A Course in Behavioral Economics Routledge

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.

The Basics Academic Press

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

Jennifer L. Clinehens

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.

A Behavioral Economic Approach Harper Collins

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.

Behavioral Economics Oxford Handbooks

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.

Choice Hacking Penguin

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.

Dishonesty in Behavioral Economics Elsevier

A Course in Behavioral Economics Bloomsbury Publishing

The Undoing Project: A Friendship That Changed Our Minds Edward Elgar Publishing

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.

Conflict and Cooperation Oxford University Press

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.