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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. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanies: 9780470596227. This item is printed on demand.

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decision making, as well as translational and developmental/clinical approaches to neuroeconomics. In closing, a paper on neuro-marketing demonstrates how knowledge from neuroeconomics research can be applied in “real life.” Culminating in an extensive methods section, in which eight different neuroscience techniques are introduced, the book offers an essential resource for researchers and practitioners, and may also be beneficial for graduate students.

Misbehaving by Richard H. Thaler | Key Takeaways & Analysis Preview: Misbehaving: The Making of Behavioral Economics is an introduction to behavioral economics and an account of Richard H. Thaler’s role in developing and popularizing the field. The traditional economic theory of the 1970s presumed that people made economic decisions rationally. In this economic vision, rational individuals—or Econs, as Thaler calls them—know what they want, and they know how much they value the things they want... PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Inside this Instaread of Misbehaving: - Overview of the book - Important People - Key Takeaways - Analysis of Key Takeaways PLEASE NOTE: THIS IS A GUIDE TO THE ORIGINAL BOOK. Guide to Richard H. Thaler's Misbehaving Preview: Misbehaving: The Making of Behavioral

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Economics is an introduction to behavioral economics and an account of Richard H. Thaler's role in developing and popularizing the field. The traditional economic theory of the 1970s presumed that people made economic decisions rationally. In this economic vision, rational individuals-or Econs, as Thaler calls them-know what they want, and they know how much they value the things they want...

Inside this companion: -Overview of the book -Important People -Key Insights -Analysis of Key Insights

Behavioral economics can provide more realistic psychological foundations. This book is intended to provide an introduction to the approach and methods of behavioral economics, and to some of its major findings, application, and promising new directions. In my book, it shall indicate how the process of behaviour economic field develops, then I shall show what methods are used to measure behavioural economy. Next, I shall indicate what the main two categories of behavioural economy are as well as I shall explain what risky and uncertain outcomes of individual behavior economic theories are as well as what behavioral game theory is. Finally, I shall explain behavioral economic principles of policy makers or decision makers as well as I shall also analyze whether behavioral economy and psychology which has close relationship. This book is suitable to any economists or policy makers or individual consumption makers or

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hypothesis and generate new empirical predictions. These models can account for such anomalies as the superior performance of value stocks, the closed end fund puzzle, the high returns on stocks included in market indices, the persistence of stock price bubbles, and even the collapse of several well-known hedge funds in 1998. By summarizing and expanding the research in behavioral finance, the book builds a new theoretical and empirical foundation for the economic analysis of real-world markets. *A Course in Behavioral Economics* is a concise and reader-friendly introduction to one of the most influential areas of economics today. Covering all core areas of the subject, the book requires no advanced mathematics and is full of examples, exercises, and problems drawn from the fields of economics, management, marketing, political science, and public policy, among others. It is an ideal first textbook for students coming to behavioral economics from a wide range of disciplines, and would also appeal to the general reader looking for a thorough and readable introduction to the subject. Available to lecturers: access to an Instructor's Manual at www.palgrave.com/economics/angner, containing a sample syllabus, instructor guide, sample handouts and examinations, and PowerPoint slides.

This book is targeted at students of economics and business administration and presents the state of the art in behavioral economics and economic psychology and their applications to economics and business. It discusses economic psychological themes, information processing, and applications in fields including entrepreneurial

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behavior, perceptions of price, risk, inflation and economic activities, and economic socialization.

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.

Behavioral economics is everywhere – whether used by governments to shape our judgement and decision making, advertisers and marketers to sell products, or even politicians to sell policies, its insights are important and far-reaching. Behavioral Economics: The Basics is the first book to provide a rigorous yet accessible overview of the growing field that attempts to uncover the psychological processes which mediate all the economic judgements and decisions we make. In seven accessible chapters, the book answers questions like: What is behavioral economics? How does it help us to

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understand economic behavior? What does it tell us about how people form judgements and make decisions in their private and public lives? What does it tell us about the psychological nature of financial catastrophes that afflict our economic system? With recommended further readings throughout, Behavioral Economics: The Basics is essential for all students taking courses in behavioral economics, economic psychology, consumer psychology, microeconomics and game theory, and also for professionals looking for an accessible introduction to the topic. Further online resources may be found at www.behaviouraleconomicsbasics.net

This first volume of The Foundations of Behavioral Economic Analysis covers the opening topic found in this definitive introduction to the subject: the behavioral economics of risk, uncertainty, and ambiguity. It is an essential guide for advanced undergraduate and postgraduate students seeking a concise and focused text on this important subject, and examines how the decision maker chooses his optimal action in the presence of risk, uncertainty, and ambiguity. This updated extract from Dharami'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.

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,

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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 taking a module in Behavioural Economics at higher undergraduate level, or for students with an economics background taking a behavioural economics module at Master's level. Behavioral economics provides a set of concepts for the analysis of factors that control the allocation of behavioral resources among available reinforcers. Terms from micro-economics describe new phenomena previously ignored within the traditional context of behavior analysis. This article reviews these concepts as an introduction to the three papers that follow. The primary dependent measure within the behavioral economic framework is the level of consumption of available commodities as determined by the level and distribution of instrumental responding. The demand curve provides a quantitative metric for analyzing consumption under the constraint of unit price. When the reinforcer is a drug, the demand curve can be a useful tool for analyzing the level of motivation to consume the drug, its abuse liability, and for evaluating interventions, such as alternative reinforcers or medications, to reduce the motivation to consume the drug and instrumental responding to obtain it. Behavioral economics also provides a framework for formulating, testing, and refining drug abuse policy through a series of empirical steps that maximize effectiveness and minimize undesirable social consequences. Behavioral economics; drug abuse; drug self-administration; abuse

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liability; drug abuse policy.

Financial economics is a fascinating topic where ideas from economics, mathematics and, most recently, psychology are combined to understand financial markets. This book gives a concise introduction into this field and includes for the first time recent results from behavioral finance that help to understand many puzzles in traditional finance. The book is tailor made for master and PhD students and includes tests and exercises that enable the students to keep track of their progress. Parts of the book can also be used on a bachelor level. Researchers will find it particularly useful as a source for recent results in behavioral finance and decision theory.

Traditional Chinese edition of *The Upside of Irrationality: The Unexpected Benefits of Defying Logic at Work and at Home* by Behavioral Economist Dan Ariely. In Chinese. Distributed by Tsai Fong Books, Inc.

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

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may be a college economics reference book, but it is not anything like a textbook. The book is written with wit, humor, clear examples, and you don't have to be a student of economics to enjoy the book - yes, the word is "enjoy." Go ahead, read it. Your understanding of economics will improve greatly and effortlessly. In Chinese. Distributed by Tsai Fong Books, Inc.

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.

Revised edition of the author's *Behavioral economics*, 2014.

An Introduction to Behavioral Economics Red Globe Press

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

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opens up new ways to look at everything from household finance to assigning faculty offices in a new building. By the best-selling co-author of Nudge. Tour.

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