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An Introduction to Behavioral Economics: What is it? Behavioral economics is a school of thought born from the marriage of psychology and economics. Used by people across the marketing, sales, giving verticals, and more, behavioral economics provides a framework designed to help you understand why people make decisions, errors, and choices.

An Introduction To Behavioral Economics

In short, Wilkinson and Klaes' An Introduction to Behavioral Economics presents an admirable summary of an extraordinary amount of material, but provides the reader with a limited view of the content and potential of the field.

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An Introduction to Behavioral Economics: What It Is and ...

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.

[Econs vs. Humans: An Introduction to Behavioral Economics ...](#)

An Introduction to Behavioral Economics offers a comprehensive, rigorous, and up-to-date introduction to what is one of the most rapidly advancing areas in economics today. It considers the debates in this exciting field through a cross-disciplinary approach that incorporates insights from economics and other social sciences, as well as evolutionary biology and neuroscience.

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The third edition of this successful textbook introduces students to behavioral economics. 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.

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Description 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.

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An Introduction to Behavioral Economics is designed for anybody whose work requires leading, influencing, selling, or collaborating. Prior coursework in economics is not required. Prior coursework in economics is not required.

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