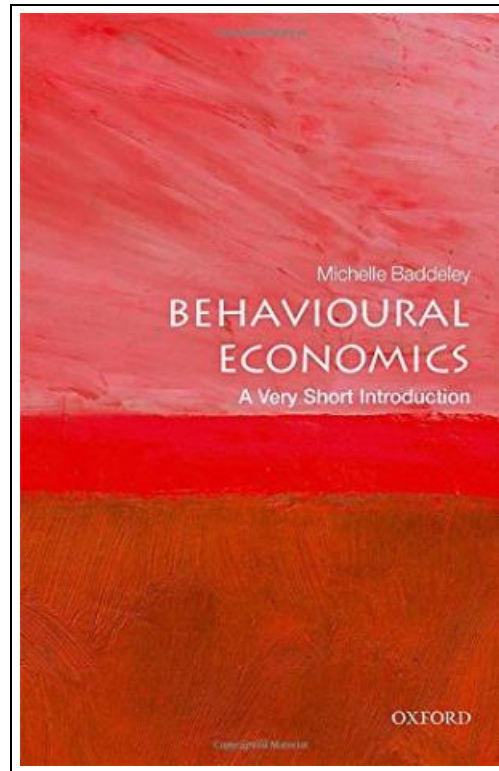


Behavioural Economics: A Very Short Introduction (Paperback)



Filesize: 4.49 MB

Reviews

If you need to adding benefit, a must buy book. It is packed with wisdom and knowledge I am just effortlessly could get a pleasure of reading a written publication.

(Lea Legros V)

BEHAVIOURAL ECONOMICS: A VERY SHORT INTRODUCTION (PAPERBACK)



Oxford University Press, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. 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...



[Read Behavioural Economics: A Very Short Introduction \(Paperback\) Online](#)



[Download PDF Behavioural Economics: A Very Short Introduction \(Paperback\)](#)

Other Kindle Books



Comic eBook: Hilarious Book for Kids Age 5-8: Dog Farts Dog Fart Super-Hero Style (Fart Book: Fart Freestyle Sounds on the Highest New Yorker Skyscraper Tops Beyond)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.BONUS - Includes FREE Dog Farts Audio Book for Kids Inside! For a...

[Save PDF »](#)



A Year Book for Primary Grades; Based on Froebel s Mother Plays

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download...

[Save PDF »](#)



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to...

[Save PDF »](#)



Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback

Book Condition: Brand New. Book Condition: Brand New.

[Save PDF »](#)



Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

[Save PDF »](#)