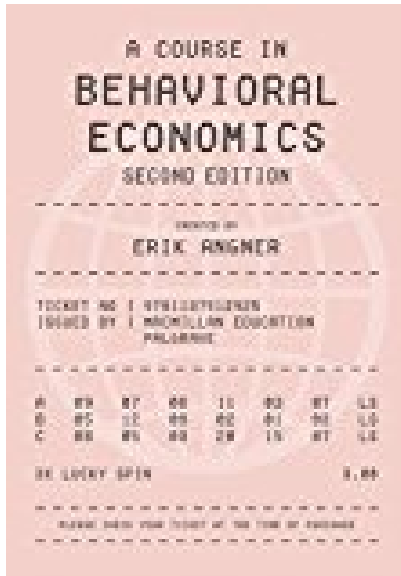


A Course in Behavioral Economics



BOOK DETAILS

- Author : Erik Angner
- Pages : 336 Pages
- Publisher : Palgrave Macmillan
- Language : English
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BOOK SYNOPSIS

A Course in Behavioral Economics is a concise and reader-friendly introduction to 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. A rich selection of applications from economics, management, marketing, political science, and public policy illustrate how useful behavioral economics can be. No advanced mathematics is required. This redesigned and updated second edition: • includes a brand new chapter on behavioral welfare economics and the nudge agenda; • contains new sections on overconfidence, projection bias, and more; and • offers an expanded range of real-life examples and exercises, reflecting the continued uptake of behavioral economics across the disciplines. It is an ideal textbook for students coming to behavioral economics from various fields, for general readers looking for a thorough and readable introduction to the subject, and for anyone who has been captivated by popular-science books on behavioral economics and wants to know more.

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