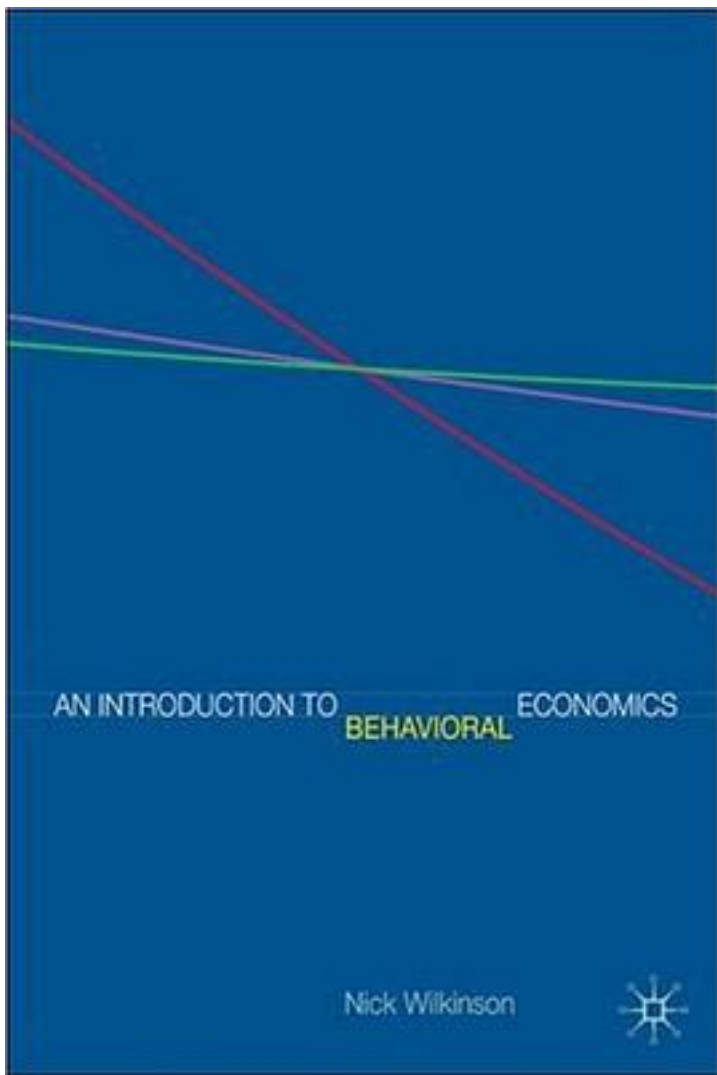


An Introduction to Behavioral Economics



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Why is the return on stocks so much higher on average than the return on bonds? Why is a worker delighted to hear she is going to get a 10% raise in salary, and then furious to find out that a colleague is going to get 15%? Behavioral economics is one of the most influential and dynamic areas in economics today. Applying insights from psychological science to economic models in order to better understand economics decision making, the behavioral perspective has provided important new ways for economists to understand why people make the choices they do. An Introduction to Behavioral Economics provides a comprehensive overview of the field that assumes only an intermediate-level undergraduate economics background, making it an ideal core textbook for advanced undergraduate or master's degree courses in behavioral economics or related subjects. As a single-author text, it provides an ideal 'way in' to the subject and could serve as useful jumping-off point for explorations in the original research itself.

作者介绍:

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书评

重温行为经济学，很快就可以翻完，因为大多数概念都有点儿熟悉的；作者能把仅仅几个概念的一门学问整理成一本书，对freshman读者，还算负责。不过最后一章的那些实验，跟paper中完全一样，我很恶意地揣测，作者可能根本没亲自去做吧？never mind，反正结论很明显。这过程让我...

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