

## An Introduction To Behavioral Economics By Nick Wilkinson

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An introduction to behavioral economics Klaes, Matthias, Wilkinson, Nick The second edition of this comprehensive introduction to studying behavioral economics includes recent research and offers an overview of methodology and expanded material on rationality, behavioral game theory and the nature of the role of evidence in testing.

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Behavioral economics combines economics with psychology, to explain economical behavior by understanding how people think, perceive, and remember, how they are influenced by their constitution and history, and how they are influenced by external factors, such as social influences.

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**New: The Behavioral Economics Guide 2020 ...**

Wilkinson and Klaes, An Introduction to Behavioral Economics (2nd Edition) is an important introduction to the field, but one that is limited in ways that might mislead many readers.

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The second edition of the web's most popular behavioral science publication, featuring an introduction by Dan Ariely and more.

**The Behavioral Economics Guide 2015**

Book 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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