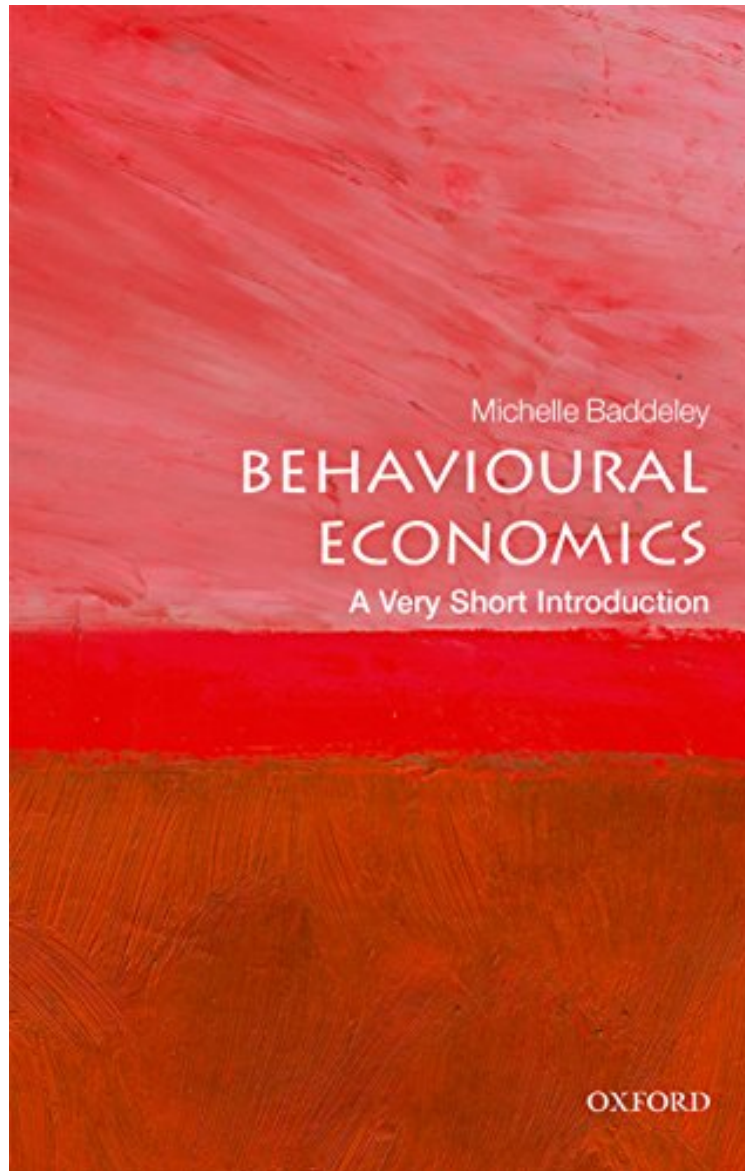


[Download free pdf] Behavioural Economics: A Very Short Introduction (Very Short Introductions)

## Behavioural Economics: A Very Short Introduction (Very Short Introductions)

*Michelle Baddeley*

*\*Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



READ ONLINE

#304027 in eBooks 2017-01-19 2017-01-19 File Name: B01N5D5EKH | File size: 33.Mb

**Michelle Baddeley : Behavioural Economics: A Very Short Introduction (Very Short Introductions)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Behavioural Economics: A Very Short Introduction (Very Short Introductions):

0 of 0 people found the following review helpful. A reality-based economics is what we need!By Koo Tat

According to the author, 'Behavioural economics extends economic principles by allowing that our decisions are affected by social and psychological influences, as well as a rational calculation of benefits and costs.' (P.1) Behavioural economics draws insights from a wide range of disciplines, for example psychology (especially social psychology), sociology, neuroscience, and evolutionary biology. It promises to enrich our understanding of economic and financial behaviour, making us believe that we are not making decisions in ways as simple and mechanistic as that stipulated in mainstream economics. Making decisions in real-life situations are far more complex than those understood by conventional economics. Socio-psychological influences always count. Throughout the text, the key themes and concepts are introduced and discussed with a lot of examples. 1 of 1 people found the following review helpful. Excellent introduction By Customer Really excellent. Seems to be a thorough overview and has all key terms in italics so it will be easy to do an outline if I want. Clearly written with examples from research. 0 of 2 people found the following review helpful. Five Stars By Customer I am satisfied.

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 almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Behavioural Economics is a valuable addition to Oxford University Press's Very Short Introduction series, being well-suited to an intelligent and curious reader with limited background in the area. Baddeley offers a broad range of concepts, thinkers, experiments and implications. The book made me curious: I found myself looking up more detailed explanations of key experiments as I moved across concepts and chapters. This is perhaps the biggest compliment of all. \* Barton Edgerton, LSE of Books \* About the Author Michelle Baddeley is a Professor in Economics and Finance at the Bartlett Faculty of the Built Environment, University College London (UCL), and before that was Director of Studies in Economics, Gonville Caius College/Faculty of Economics, University of Cambridge. She has an active interest in public policy and is a member of the Hazardous Substances Advisory Committee (convened by the Department for Environment, Food and Rural Affairs), and an Associate Fellow with the Centre for Science and Policy (CSaP), based at the University of Cambridge. She was a member of the Blakett Expert Panel: FinTech Futures 2014-15, led by Professor Sir Mark Walport, UK Government Chief Scientific Adviser. Her books include Behavioural Economics and Finance (Routledge, 2012), and Running Regressions: A practical guide to quantitative research in economics, finance and development studies, (CUP 2009), with Diana Barrowclough.