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The first and only encyclopedia to focus on the economic and financial behaviors of consumers, investors, and organizations, including an exploration of how people make good—and bad—economic decisions.

- Contains an informative introductory essay that familiarizes students with the various aspects of behavioral economics
- Provides a list of additional readings for those interested in learning more about the topic
- Includes cross-references in each entry to help readers make connections between related topics
- Defines key terms that are likely to be unfamiliar to those without advance knowledge of the subject
- Helps readers identify and study particular entry categories through accompanying Topic Finders

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Real-World Decision Making: An Encyclopedia of Behavioral Economics: An Encyclopedia of Behavioral Economics From Greenwood Bibliography

- Rank: #2104816 in eBooks
- Published on: 2015-06-23
- Released on: 2015-06-23
- Format: Kindle eBook



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Review

"This encyclopedia is an excellent, authoritative guide to an exciting new approach to economic behavior and modeling. Summing Up: Highly recommended. Upper-level undergraduates through researchers/faculty; professionals/practitioners." - **Choice**

About the Author

Morris Altman, PhD, is professor of behavioral and institutional economics at Victoria University of Wellington, New Zealand, and professor of economics at the University of Saskatchewan, Canada.

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