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Altri autori (Persone)	AltmanMorris
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Nota di contenuto	pt. 1. Inside the economic agent -- pt. 2. Context and modeling -- pt. 3. Decision making -- pt. 4. Experiments and implications -- pt. 5. Labor-related issues -- pt. 6. Gender and decision making -- pt. 7. Life and death -- pt. 8. Taxation, ethical investment, and tipping -- pt. 9. Development, behavioral law, and money.
Sommario/riassunto	Offering the comprehensive articulation of behavioral economics theory, this book includes coverage of critical areas such as the Economic Agent, Context and Modeling, Decision Making, Experiments and Implications, Labor Issues, Household and Family Issues, Life and Death, Taxation, Ethical Investment and Tipping, and more.