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""Where mental models come from and why they matter""; ""How mental models work and how we use them""; ""The roots of mental models""  
""The effects of making an identity salient""""The staying power of mental models""; ""Policies to improve the match of mental models with a decision context""; ""Conclusion""; ""Notes""; ""References"";  
""Spotlight 2: Entertainment education""; ""Part 2: Psychological and social perspectives on policy""; ""Chapter 4: Poverty""; ""Poverty consumes cognitive resources""; ""Poverty creates poor frames""; ""Social contexts of poverty can generate their own taxes""; ""Implications for the design of antipoverty policies and programs""; ""Looking ahead""; ""References""  
""Spotlight 3: How well do we understand the contexts of poverty?""""Chapter 5: Early childhood development""; ""Richer and poorer children differ greatly in school readiness""; ""Children need multiple cognitive and noncognitive skills to succeed in school""; ""Poverty in infancy and early childhood can impede early brain development""; ""Parents are crucial in supporting the development of children's capacities for learning""; ""Parents' beliefs and caregiving practices differ across groups, with consequences for children's developmental outcomes""  
""Designing interventions that focus on and improve parental competence""""Conclusion""; ""Notes""; ""References""; ""Chapter 6: Household finance""; ""The human decision maker in finance""; ""Policies to improve the quality of household financial decisions""; ""Conclusion""; ""Notes""; ""References""; ""Chapter 7: Productivity""; ""Improving effort among employees""; ""Recruiting high-performance employees""; ""Improving the performance of small businesses""; ""Increasing technology adoption in agriculture""; ""Using these insights in policy design""; ""Notes""; ""References""  
""Spotlight 4: Using ethnography to understand the workplace""

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## Sommario/riassunto

Development economics and policy are due for a redesign. In the past few decades, research from across the natural and social sciences has provided stunning insight into the way people think and make decisions. Whereas the first generation of development policy was based on the assumption that humans make decisions deliberately and independently, and on the basis of consistent and self-interested preferences, recent research shows that decision making rarely proceeds this way. People think automatically: when deciding, they usually draw on what comes to mind effortlessly. People also think s

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