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Autore	Briggs Maxwell H.
Titolo	Cold-end subsystem testing for the fission power system technology demonstration unit // Maxwell Briggs [and three others]
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Descrizione fisica	1 online resource (8 pages) : color illustrations
Collana	NASA/TM ; ; 2013-216545
Soggetti	Backups Controllers Electricity Fission Low cost Potassium Stirling cycle
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2. Record Nr.	UNINA9910584476803321
Autore	Lee Li Way
Titolo	45 Conversations About Behavioral Economics : An Interdisciplinary Discussion Crossing Business, Public Policy, Sociology, and Psychology // by Li Way Lee, Aaron Keathley
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Soggetti	Economics - Psychological aspects Behavioral Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part 1: Supply -- Chapter 1: Networks in a Firm: Why Firms -- Chapter 2: Networks in a Firm: Gabrielle's Barber Shop -- Chapter 3: Networks in a Firm: Separation of Ownership and Control -- Chapter 4: Networks in a Firm: Board of Directors -- Chapter 5: Fragility: The Urge to Build an Empire -- Chapter 6: Fragility: Leverage -- Chapter 7: Fragility: Skin in the Game -- Chapter 8: Complexity: Your Favorite Processed Food -- Chapter 9: Complexity: The Complexity Fever -- Chapter 10: Similarity: Models of Similarity -- Chapter 11: Similarity: Matters of History and Luck -- Chapter 12: Networks among Firms: Best Network for Collusion -- Chapter 13: Networks among Firms: Gary Dinners -- Chapter 14: Externalities: You Can't Own Air -- Chapter 15: Externalities: The Flint Disaster -- Part 2: Demand -- Chapter 16: Demand by Head: Discounting the Future You -- Chapter 17: Demand by Head: To Marry or Not to Marry -- Chapter 18: Demand by Heart: Gambling -- Chapter 19: Demand by Heart: The Marshmallow Test -- Chapter 20: Demand under Peer Pressure: Picking Your Shoes -- Chapter 21: Demand under Peer Pressure: Your Last Hangover -- Chapter 22: Demand under Risk and Uncertainty: Insurance on Your Dream Car -- Chapter 23: Demand under Risk and Uncertainty: Fast and Frugal Way to Make Money -- Chapter 24: Demand Nudges: Nudges in Supermarket -- Chapter 25:

Demand Nudges: Wanna Health and Funeral Insurances? -- Chapter 26:
Demand Norms: Picking Your College and Major -- Chapter 27:
Demand Norms: Keep and Return Equilibriums -- Chapter 28: Demand
Bubbles: Tulip and Other Famous Bubbles -- Chapter 29: Demand
Bubbles: Demand by Robots -- Part 3: Market -- Chapter 30:
Regulators: Truth in Labelling -- Chapter 31: Regulators: Regulation,
Regulation Everywhere -- Chapter 32: Trustbusters: DuPont and GM
Then -- Chapter 33: Trustbusters: Big Techs Now -- Chapter 34:
Scammers: Ponzi Scheme -- Chapter 35: Scammers: Enron Scheme --
Chapter 36: Creative Destructors: Tesla and Impossible Burger --
Chapter 37: Creative Destructors: Creative Destruction Everywhere --
Chapter 38: Raiders: Your Favorite Corporate Raider -- Chapter 39:
Raiders: Four Defenses Against Raiders -- Part 4: Happiness -- Chapter
40: Income: Inequality USA -- Chapter 41: Income: Easterlin Paradox --
Chapter 42: Income: Hedonic Treadmill -- Chapter 43: Justice:
Capuchin Justice -- Chapter 44: Justice: Utilitarian and Pareto Principles
-- Chapter 45: Justice: Gross National Happiness. .

Sommario/riassunto

The hallmark of this book is its conversational format. The conversations are organic: no jargons, no additives such as equations and tables. Each conversation comes in bite-size, taking no more than ten minutes to digest. Li Way Lee is a professor emeritus at Wayne State University, USA. He is a founding member of the Society for the Advancement of Behavioral Economics (SABE). Aaron Keathley is an undergraduate student at Wayne State University, USA. He plays lacrosse on the university team, helps with food banks in Detroit, and immerses himself in behavioral economics and political science.
