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Nota di contenuto	Part 1. Background -- Chapter 1. Behavioural Business: The Psychology of Decisions in Economic, Business and Policy Contexts -- Chapter 2. Introducing Behavioural Business -- Part 2. Concepts and Approaches -- Chapter 3. Culture and Economic Behaviour: Evidence From an Experimental-Behavioural Economics Research Programme -- Chapter 4. The Detective Mindset: Forensic Approaches to Detecting Behaviour -- Chapter 5. Gender in the Workplace -- Chapter 6. Behavioural Business Design -- Chapter 7. Behavioural Organisational Strategy -- Part 3. Applications -- Chapter 8. Charitable Giving for International Development: Insights from Behavioural Economics and Other

Disciplines -- Chapter 9. Unite and Conquer? Behavioural Pitfalls in Australia's Response to COVID-19 -- Chapter 10. Unlocking Creativity for Business Potential -- Chapter 11. Behavioural Aspects of Financial Advice -- Chapter 12. Behavioural Aspects of the Real Estate Market.

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## Sommario/riassunto

This book explores all aspects of the new and emerging area of behavioural business. This book identifies behavioural business as a powerful application of the latest insights and tools from psychology and behavioural science to decision-making in business, management and policy. This book uniquely positions behavioural business as different from both behavioural economics and psychology. This book instead applies a fresh focus on behavioural interventions in policy and business. This book introduces this new area and showcases what it contributes to a number of important contemporary business and policy issues. These include behavioural insights for managers in diverse and multi-cultural workplaces, designers of organisations, interventions, products and services, financial advisors, public policy makers, business creatives and entrepreneurs as well as charity and NGO practitioners. This book summarises state-of-the-art knowledge in the areas of expertise of the authors, who are members of the Behavioural Business Lab at RMIT University in Australia. This book will interest advanced students in related subjects as well as academics and policy makers hoping to learn and apply behavioural insights to their areas of expertise. .

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