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Altri autori (Persone)	LowDonald <1973->
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Nota di contenuto	Cognition, choice and policy design / Donald Low -- Key ideas in behavioural economics and what they mean for policy design / Koh Tsin Yen -- Incentives, norms and public policy / Charmaine Tan and Donald Low -- A behavioural perspective to managing traffic congestion in Singapore / Leong Wai Yan and Lew Yii Der -- Can psychology save the planet and improve our environment? / Philip Ong -- Promoting competition in electricity retail : insights from behavioural economics / Eugene Toh and Vivienne Low -- Discretionary transfers : providing fiscal support in a behaviourally compatible way / Pamela Qiu and Tan Li San -- Using behavioural insights to improve individual health decisions / Lavinia Low and Yee Yiling -- A behavioural view on designing Singapore's national annuity scheme / Donald Low -- Behavioural economics, policy analysis and the design of regulatory reform / Jack Knetsch.
Sommario/riassunto	"This book aims to demonstrate how successful policies in Singapore have integrated conventional economic principles with insights from the emerging field of behavioural economics even before the latter became popular. Using examples from various policy domains, it shows how good policy design often requires a synthesis of insights from economics and psychology. Policies should not only be compatible with economic incentives, but should also be sensitive to the cognitive abilities, limitations and biases of citizens. Written by policy practitioners in the Singapore government, this book is an introduction

to how behavioural economics and the findings from cognitive psychology can be intelligently applied to the design of public policies."
--Publisher's description.
