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Nota di contenuto	Introduction -- Foundations: psychology -- Foundations: neuroscience and neuroeconomics -- Learning -- Socially and identity -- Heuristics and biases -- Prospects and regrets -- Personality, moods and emotions -- Time and plans -- Bad habits -- Financial instability -- Behavioural macroeconomics, happiness and wellbeing.
Sommario/riassunto	Standard models in economic and finance usually assume that people are rational, self-interested maximisers, effectively co-ordinated via the invisible hand of the price mechanism. Whilst these approaches produce tractable, simple models they cannot fully capture the uncertainties and instabilities that affect everyday choices in today's complex world. Insights from the other social and behavioural sciences can help to fill the gap and behavioural economics is the subject which brings economics and finance together with psychology, neuroscience and sociology. Behavioural Economics and Finan