

1. Record Nr.	UNINA9910827944103321
Autore	Mallard Graham <1982->
Titolo	Behavioural economics / / Graham Mallard [[electronic resource]]
Pubbl/distr/stampa	Newcastle upon Tyne : , : Agenda Publishing, , 2023
ISBN	1-78821-095-6 1-911116-42-8
Descrizione fisica	1 online resource (vi, 125 pages) : illustrations (black and white), digital, PDF file(s)
Collana	The economy/key ideas
Disciplina	330.019
Soggetti	Economics - Psychological aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previously issued in print: 2017.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	This title provides an introduction to the topic of behavioural economics for a beginning readership. It explains its approach and methodology and assesses its successes and weaknesses.