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Titolo	Behavioral Economics and Finance Leadership : Nudging and Winking to Make Better Choices / / by Julia Puaschunder
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Descrizione fisica	1 online resource (xi, 183 pages : illustrations (some colour))
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Soggetti	Experimental economics Economics - Psychological aspects Strategic planning Leadership Political leadership Psychobiology Human behavior Experimental Economics Behavioral Finance Business Strategy and Leadership Political Leadership Behavioral Neuroscience
Lingua di pubblicazione	Inglese
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Nota di contenuto	Part I: Behavioral Economics -- Part II: Digital Behavioral Economics -- Part III: Behavioral Finance. Part IV: The Future of Behavioral Economics.
Sommario/riassunto	This book explores human decision-making heuristics and studies how nudging and winking can help citizens to make rational choices. By applying the behavioral economics approach to political outcomes, it demonstrates how economics can be employed for the greater societal good. It starts with a review of the current literature on human decision-making failures in Europe and North America, presenting the wide range of nudges and winks developed to curb the harmful consequences of human decision-making fallibility. It then discusses

the use of mental heuristics, biases and nudges in the finance domain to benefit economic markets by providing clear communication strategies. Lastly, the author proposes clear leadership and followership directives on nudging in the digital age. This book appeals to scholars and policy makers interested in rational decision-making and the use of nudging and winking in the digital age.
