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""The effects of making an identity salient""""The staying power of
 mental models""; ""Policies to improve the match of mental models with
 a decision context""; ""Conclusion""; ""Notes""; ""References"";
 ""Spotlight 2: Entertainment education""; ""Part 2: Psychological and
 social perspectives on policy""; ""Chapter 4: Poverty""; ""Poverty
 consumes cognitive resources""; ""Poverty creates poor frames"";
 ""Social contexts of poverty can generate their own taxes"";
 ""Implications for the design of antipoverty policies and programs"";
 ""Looking ahead""; ""References""
 ""Spotlight 3: How well do we understand the contexts of poverty?""
 Chapter 5: Early childhood development""; ""Richer and poorer children
 differ greatly in school readiness""; ""Children need multiple cognitive
 and noncognitive skills to succeed in school""; ""Poverty in infancy and
 early childhood can impede early brain development""; ""Parents are
 crucial in supporting the development of children's capacities for
 learning""; ""Parents' beliefs and caregiving practices differ across
 groups, with consequences for children's developmental outcomes""
 ""Designing interventions that focus on and improve parental
 competence""""Conclusion""; ""Notes""; ""References""; ""Chapter 6:
 Household finance""; ""The human decision maker in finance"";
 ""Policies to improve the quality of household financial decisions"";
 ""Conclusion""; ""Notes""; ""References""; ""Chapter 7: Productivity"";
 ""Improving effort among employees""; ""Recruiting high-performance
 employees""; ""Improving the performance of small businesses"";
 ""Increasing technology adoption in agriculture""; ""Using these insights
 in policy design""; ""Notes""; ""References""
 ""Spotlight 4: Using ethnography to understand the workplace""

Sommario/riassunto

Development economics and policy are due for a redesign. In the past
 few decades, research from across the natural and social sciences has
 provided stunning insight into the way people think and make
 decisions. Whereas the first generation of development policy was
 based on the assumption that humans make decisions deliberately
 and independently, and on the basis of consistent and self-interested
 preferences, recent research shows that decision making rarely
 proceeds this way. People think automatically: when deciding, they
 usually draw on what comes to mind effortlessly. People also think s
