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Altri autori (Persone)	FreyBruno S StutzerAlois
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	I Introduction; Chapter 1: Economics and Psychology: Developments and Issues; II Pro-Social Behavior and Trust; Chapter 2: Conditional Cooperation: Behavioral Regularities from the Lab and the Field and Their Policy Implications; Chapter 3: A Survey of Economic Theories and Field Evidence on Pro-Social Behavior; Chapter 4: Why Women and Men Trust Others; III Neuroeconomics; Chapter 5: Neuroeconomics: Illustrated by the Study of Ambiguity Aversion; IV Economics and Happiness; Chapter 6: Happiness and Public Policy: A Challenge to the Profession Chapter 7: What Happiness Research Can Tell Us about Self-Control Problems and Utility MispredictionV Procedural Utility and Decision-Making Mechanisms; Chapter 8: The Relevance of Procedural Utility for Economics; Chapter 9: The Helping Hand-A Brief Anatomy; VI Evaluation; Chapter 10: Efficient Social Engineering and Realistic Cognitive Modeling: A Psychologist's Thoughts; Index
Sommario/riassunto	Leading economics scholars consider the influence of psychology on

economics, discussing topics including pro-social behavior, conditional trust, neuroeconomics, procedural utility, and happiness research.

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