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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	De menselijke beslisser -- inhoudsopgave; ten geleide -- 1 inleiding -- 2 de (ir)rationaliteit van de beslisser -- 3 gedragseconomie in de praktijk -- 4 gewoontegedrag: de automatische piloot van mens en maatschappij -- 5 rechtvaardigheid en onzekerheid -- 6 psychologische verschillen in keuzegedrag -- 7 Groepsnormen en gedrag: sturing door sociale identiteit en dialoog -- 8 cue power: gedragssturing via de omgeving -- 9 communiceren vanuit de context: naar effectievere overheidscommunicatie -- Zit irrationaliteit in de aard van de mens? De neurobiologie van besluitvorming -- Evolutionaire verklaringen van sociaal gedrag -- Moreel handelen. Oorzaken, sprookjes en redenen -- slotbeschouwing; over de auteurs -- Over de auteurs.
Sommario/riassunto	How do people choose from the many possibilities they face every day? In this book, prominent Dutch scientists from various disciplines provide a clear overview of the most recent knowledge about human choice behaviour. In doing so, they elaborate on the great influence of the environment and the role of the unconscious. In addition, the latest insights from neurobiology are discussed. This book is intended for

anyone who is concerned with human choice behaviour and the question of how this can be influenced. For example, how can people be seduced into a healthier lifestyle? To energy-saving behaviour? To sensible financial planning? The scientists in this collection offer new and promising perspectives for answers to these types of questions.
