



Real-World Decision Making: An Encyclopedia of Behavioral Economics

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The first and only encyclopedia to focus on the economic and financial behaviors of consumers, investors, and organizations, including an exploration of how people make good?and bad?economic decisions.

- Contains an informative introductory essay that familiarizes students with the various aspects of behavioral economics
- Provides a list of additional readings for those interested in learning more about the topic
- Includes cross-references in each entry to help readers make connections between related topics
- Defines key terms that are likely to be unfamiliar to those without advance knowledge of the subject
- Helps readers identify and study particular entry categories through accompanying Topic Finders

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