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MISBEHAVING: THE MAKING OF BEHAVIOURAL ECONOMICS (PAPERBACK)



Penguin Books Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book. ECONOMIST, FINANCIAL TIMES and EVENING STANDARD BOOKS OF THE YEAR 2015. Shortlisted for the Financial Times and McKinsey Business Book of the Year Award From the renowned and entertaining behavioural economist and co-author of the seminal work Nudge, Misbehaving is an irreverent and enlightening look into human foibles. Traditional economics assumes that rational forces shape everything. Behavioural economics knows better....

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- Authored by Richard H. Thaler
- Released at 2016



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