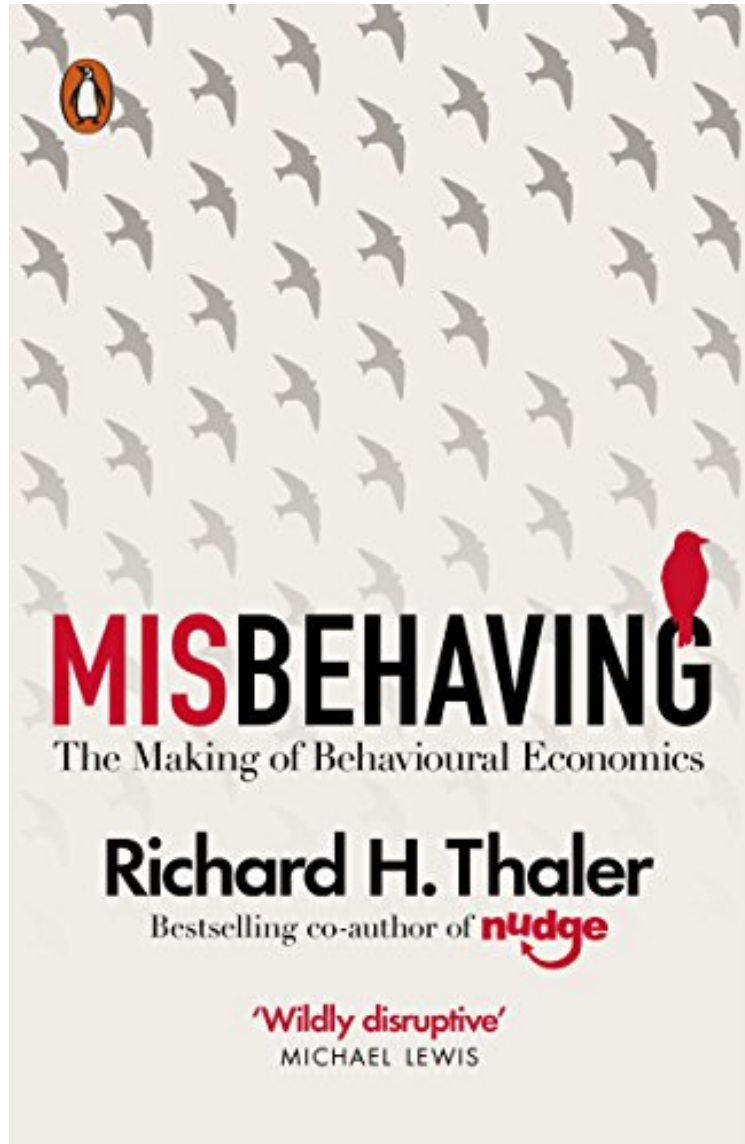


[Mobile ebook] Misbehaving: The Making of Behavioural Economics

Misbehaving: The Making of Behavioural Economics

Von Richard H Thaler

ebooks | Download PDF | *ePub | DOC | audiobook



DOWNLOAD



READ ONLINE

Produktinformation - Verkaufsrang: #334708 in eBooks Veröffentlicht am: 2015-05-07 Erscheinungsdatum: 2015-05-07 File Name: B00SSKM714 | File size: 66.Mb

Von Richard H Thaler : Misbehaving: The Making of Behavioural Economics before purchasing it in order to gauge whether or not it would be worth my time, and all praised Misbehaving: The Making of Behavioural Economics:

Kundenrezensionen Hilfreichste Kundenrezensionen 2 von 2 Kunden fanden die folgende Rezension hilfreich. Too long Von Noretz If you've read other books on behavioral economics, you can do without this one. Thaler enjoys wordy reminiscing of the early days when the topics were being developed a bit too much. Is it worth investing 10-20 hours of your life reading this book? Don't know. 2 von 3 Kunden fanden die folgende Rezension hilfreich. One of the

best Economics book that I ever read
Von PierreEasy to read, witty. When Econs meet Humans! At least the economic theory seems to be changing, it was high time!
0 von 1 Kunden fanden die folgende Rezension hilfreich. Very important one!
Von KundeYou should read this if your interested in lear how social sciences, psychology and economics combined lead to something calles behavioural economics/finance

KurzbeschreibungWhy are we more likely to forgo the opportunity to sell a 100 bottle of wine rather than actually taking money out our wallet to pay for it, when ultimately the 'opportunity cost' of doing so is the same? Why would the 'endowment effect' mean that we value a free ticket worth hundreds of pounds more than the money we would get from selling it? In this new, ambitious work, Thaler presents his findings in behavioural economics and breaks down the biases and irrational tendancies in our thinking, showing us how to avoid making costly mistakes in life.
PressestimmenWildly disruptive (Michael Lewis Bloomberg)Gripping... a novelised intellectual history, replete with heroes and villains, triumphs and disasters, conflicts and comradship... Thaler is a brilliant scholar, endlessly curious, empirically inclined and public spirited (Guardian)Misbehaving gives us the story behind some of the most important insights in modern economics. If I had to be trapped in an elevator with any contemporary intellectual, I'd pick Richard Thaler (Malcolm Gladwell)A long, genial, often humorous account of the progress of Behavioural Economics by one of its most gifted practitioners. Kahneman has described Thaler as lazy; he meant it as a compliment because Thaler's laziness means he concentrates only on the really important questions that get him out of bed in the morning... this is important stuff (Bryan Appleyard Sunday Times)Robust enough intellectually to be a serious work of social science and a proper record of an important intellectual movement, Misbehaving is also fun for the general reader... a good book about an important topic (Daniel Finkelstein The Times)Professor Thaler's entertaining book provides an important reminder of both the challenges and opportunities that come from working across the sometimes artificial boundaries between academic disciplines (Jonathan A. Knee New York Times)
KurzbeschreibungWhy are we more likely to forgo the opportunity to sell a 100 bottle of wine rather than actually taking money out our wallet to pay for it, when ultimately the 'opportunity cost' of doing so is the same? Why would the 'endowment effect' mean that we value a free ticket worth hundreds of pounds more than the money we would get from selling it? In this new, ambitious work, Thaler presents his findings in behavioural economics and breaks down the biases and irrational tendancies in our thinking, showing us how to avoid making costly mistakes in life.