



A Course in Behavioral Economics

2nd edition

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A concise and reader-friendly textbook on one of the hottest developments in social and behavioral science today. Covering all core areas of the subject, Erik Angner clearly lays out the theory and explains the intuitions behind it. It is full of examples, exercises, and problems drawn from fields such as economics, management, marketing, political science, and public policy. Among other things, the book shows how to apply principles of behavioral economics to science, business, medicine, and daily life. No advanced mathematics is required. An ideal introduction for students coming to behavioral economics from various fields, at both undergraduate and postgraduate levels. It is equally suitable for general readers who have been captivated by popular-science books on behavioral economics and want to know more.

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FEATURES

- A concise, self-contained introduction to the subject of behavioral economics
- Contrasts behavioral economics with the mainstream neoclassical theory
- Explains the intuition behind the concepts
- Real-world examples illustrate the theory, helping students see the relevance of behavioral economics to the world around them
- A wealth of teaching resources are available on the companion website: sample syllabi, an instructor's guide, sample handouts and examinations, and PowerPoint slides