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economics provides a useful
tool for predicting and

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studies the effects of

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Finance. New York: Oxford
University Press.

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combines economics with

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psychology, to explain
economical behavior by
understanding how people
think, perceive, and
remember, how they are
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constitution and history,
and how they are influenced

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by external factors, such as social influences.

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In opposition to the main tenets of NE, behavioral economics (BE) began to

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emerge in the 1950s. Behavioral economists have sought to create an economic science that has a more realistic conception of human behavior.

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school of thought born from
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and economics. Used by
people across the marketing,
sales, giving verticals, and
more, behavioral economics
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an important introduction to
the field, but one that is
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mislead many readers.

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Then he discusses the anomalies current theory does not cover well before he introduces the behavioral perspective. What impressed

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