Behavioural Economics: A Very Short Introduction
Michelle Baddeley

Behavioural Economics: A Very Short Introduction introduces the field of behavioural economics, analysing the motivations behind economic decisions and showing the relevance of behavioural economics to our own lives and everyday economic and financial problems. It explores the reasons why we make irrational decisions; how we decide quickly; why we make mistakes in risky situations; our tendency to procrastination and short-termism; and how we are affected by social influences, personality, mood, and emotions. The implications of understanding the rationale for our own financial behaviour are huge. Behavioural economics could help policy-makers to understand the people behind their policies, enabling them to design more effective policies, while also improving their marketing.