

Contents

Acknowledgements xvii

List of illustrations xix

- 1 Economics and behaviour 1
 - 2 Motivation and incentives 8
 - 3 Social lives 19
 - 4 Quick thinking 34
 - 5 Risky choices 49
 - 6 Taking time 67
 - 7 Personalities, moods, and emotions 82
 - 8 Behaviour in the macroeconomy 100
 - 9 Economic behaviour and public policy 116
- References and further reading 127
- Index 138