



A Guide to Behavioral Economics

By Hugh Schwartz



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A Guide to Behavioral Economics provides an introduction to the field for a general audience and for students of the social sciences, business administration and law. It should help readers get more out of the increasing number of references to the subject in the press and other media and enable them to better recognize some of the limitations of this important but still relatively new approach.

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Editorial Review

Review

"Thirty years ago, the field of behavioral economics did not exist. But today it is impossible to follow economics discussions in the popular press without more than passing familiarity with the burgeoning behavioral literature. A great place to start is Hugh Schwartz's excellent A Guide to Behavioral Economics. Concise and well-written, its critical summaries of the ideas that animate this exciting new field will quickly get you up to speed." Robert H. Frank, Henrietta Johnson Louis Professor of Management and Professor of Economics, Cornell University --Back cover of A Guide to Behavioral Economics

"A magnificent job critically and laconically describing and analyzing the various theorems with a plethora of examples and applications....a highly recommended little book, an excellent introduction to all basic principles and more!"-- Journal of Socio-Economics

'Hugh Schwartz's book, A Guide to Behavioral Economics (2008), is a good general primer, it is also easy to digest, as it contains fewer than 100 pages.' FULCRUM: Data-Driven Marketing

About the Author

Hugh Schwartz, received his Ph.D in economics from Yale, and taught at Yale, the University of Kansas and Case Western Reserve University, before serving for many years at the Inter-American Development Bank. Subsequently, he was a Fulbright Professor in economics in Uruguay and Brazil and a Visiting Professor in the Department of Finance at the Technological Institute of Monterrey, Mexico. He has been a consultant to several public and private entities. Among his previous books, in addition to two edited for the Inter-American Development Bank, are *Rationality Gone Awry: Decision Making Inconsistent with Economic and Financial Theory* (1998, Westport, CT and London: Praeger; issued in paperback in 2000); and *Urban Renewal, Municipal Revitalization: The Case of Curitiba, Brazil* (2004, Falls Church, VA: Higher Education Publications, Inc; second printing, 2006). At present Schwartz teaches a course in behavioral economics every other year in the M.A. program in economics of the School of Social Sciences at the University of the Republic in Uruguay, and classes in financial planning/personal finance in the detention centers of Fairfax County, Virginia under the auspices of the NGO, OAR.

Users Review

From reader reviews:

Maxine Lucas:

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Jessica Wilson:

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