



ชื่อหนังสือ **Behavioral and experimental economics**

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ท่านที่สนใจสามารถยืมได้ที่สำนักบรรณสารสนเทศ มสธ.

Behavioral and experimental economics have thrived over the last decades as economics has increasingly sought to incorporate psychological insights into theoretical and empirical analysis. The limits of simple versions of rationality and the exploration of alternative behaviorally-based decision models is a thriving field of research. Covering topics ranging from the social determination of preferences to behavioral finances, this volume is invaluable for academic and professional readers wanting to inform themselves of the fundamental themes of these fields.