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The Why Axis (Hardcover) Hidden Motives and the Undiscovered Economics of Everyday Life. By Uri Gneezy, John List, Steven D. Levitt (Foreword by) PublicAffairs, 9781610393119, 288pp. Publication Date: October 8, 2013. Other Editions of This Title: Compact Disc (10/8/2013) MP3 CD (10/8/2013) Paperback (12/6/2016)

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The Why Axis by Gneezy and List is a case study analysis of how experimental economics can help us figure out what motivates people and how to use that information to improve economic efficiency. The book is very reminiscent

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we are much more interested in immediate rewards. This is why we procrastinate, fail to save as much money as we should for retirement, eat too much, and exercise too little. ” Uri Gneezy, The Why Axis: Hidden Motives and The Undiscovered Economics of Everyday Life

Can economics be passionate?... Can it center on people and what really matters to them day-in and day-out.... And help us understand their hidden motives for why they do what they do in everyday life? Uri Gneezy and John List are revolutionaries. Their ideas and methods for revealing what really works in addressing big social, business, and

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economic problems gives us new understanding of the motives underlying human behavior. We can then structure incentives that can get people to move mountains, change their behavior—or at least get a better deal. But finding the right incentive can be like looking for a needle in a haystack. Gneezy and List ' s pioneering approach is to embed themselves in the factories, schools, communities, and offices where people work, live, and play. Then, through large-scale field experiments conducted “ in the wild, ” Gneezy and List observe people in their natural environments without them being aware that they are observed. Their randomized experiments have revealed ways to close the gap between rich and poor students; to stop the violence plaguing inner-city schools; to decipher

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whether women are really less competitive than men; to correctly price products and services; and to discover the real reasons why people discriminate. To get the answers, Gneezy and List boarded planes, helicopters, trains, and automobiles to embark on journeys from the foothills of Kilimanjaro to California wineries; from sultry northern India to the chilly streets of Chicago; from the playgrounds of schools in Israel to the boardrooms of some of the world ' s largest corporations. In *The Why Axis*, they take us along for the ride, and through engaging and colorful stories, present lessons with big payoffs. Their revelatory, startling, and urgent discoveries about how incentives really work are both revolutionary and immensely practical. This research will change both the way we think about and take action on



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big and little problems. Instead of relying on assumptions, we can find out, through evidence, what really works.

Anyone working in business, politics, education, or philanthropy can use the approach Gneezy and List describe in *The Why Axis* to reach a deeper, nuanced understanding of human behavior, and a better understanding of what motivates people and why.

Two of Forbes magazine 's " world ' s most powerful economists " provide the breakthrough ideas to challenge the assumptions of human decision-making. Can economics be passionate? Can it centre on people and what really matters to them? And can it help us understand why they do what they do in everyday life? Two revolutionary

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economists believe it can. In *The Why Axis*, Uri Gneezy and John List lead us on a journey to discover the economics underlying human motivation and how to structure the incentives that can get people to move mountains. Finding the right incentive can be like looking for a needle in a haystack, but Gneezy and List have pioneered an innovative approach to zeroing in on those needles. Like other economists, they gather data and build models, but then they go much, much further, embedding themselves in our messy world—the factories, schools, communities and offices where people live, work and play. Their goal: to discover solutions to the big, difficult problems, such as the gap between rich and poor, the violence plaguing inner city schools, why people really discriminate, and whether

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women are really less competitive than men. Their revelatory and startling discoveries about how incentives really work are both groundbreaking and immensely practical. This research will change the way we both think about and take action on big and little problems. Anyone working in business, politics, education or philanthropy can use the approach Gneezy and List describe in *The Why Axis* to reach a deeper, more nuanced understanding of human behaviour and a better grasp of what motivates people and why.

Based on groundbreaking original research, *The Why Axis* is a colourful examination of why people do what they do – and how effective incentives can spur people to change

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their behaviour and achieve more. Uri Gneezy and John List are a little like the anthropologists who spend months in the field studying people in their native environments. But rather than acting as impartial observers, these two intrepid economists have set out to study the ways people act in order to try to solve major problems in society, such as the gap between rich and poor students and the violence plaguing inner city schools; the real reasons people discriminate; and the continuing pay disparity between men and women. Their field experiments in the factories, communities, and shops where real people live, work, and play show how incentives can change outcomes. Their results will change the way you think about and take action on both small and large problems, and force us as a society

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to stop making assumptions and to rely instead upon the evidence of what really works.

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Introduction, Erik Angner clearly lays out the theory of behavioral economics and explains the intuitions behind it. The book offers a rich tapestry of examples, exercises, and problems drawn from fields such as economics, management, marketing, political science, and public policy. It shows how to apply the principles of behavioral economics to improve your life and work – and to make the world a better place to boot. No advanced mathematics is required. This is an ideal textbook for students coming to behavioral economics from various fields. It can be used on its own in introductory courses, or in combination with other texts at advanced undergraduate and postgraduate levels. It is equally suitable for general readers who have been captivated by popular-science books on behavioral

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economics and want to know more about this intriguing subject. New to this Edition: - An updated chapter on behavioral policy and the nudge agenda. - Several new sections, for example on the economics of happiness. - Updated examples and exercises, with an expanded answer key - Refreshed ancillary resources make for a plug and play experience for instructors teaching behavioral economics for the first time.

An urgent, transformative guide to dealing with disasters from one of today ' s foremost thinkers in crisis management. The future may still be unpredictable, but nowadays, disasters are not. We live in a time of constant, consistent catastrophe, where things more often go wrong



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than they go right. So why do we still fumble when disaster hits? Why are we always one step behind? In *The Devil Never Sleeps*, Juliette Kayyem lays the groundwork for a new approach to dealing with disasters. Presenting the basic themes of crisis management, Kayyem amends the principles we rely on far too easily. Instead, she offers us a new framework to anticipate the “devil’s” inevitable return, highlighting the leadership deficiencies we need to overcome and the forward thinking we need to harness. It’s no longer about preventing a disaster from occurring, but learning how to use the tools at our disposal to minimize the consequences when it does. Filled with personal anecdotes and real-life examples from natural disasters like the California wildfires to man-made ones like

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the Boeing 737 MAX crisis, The Devil Never Sleeps is a guide for governments, businesses, and individuals alike on how to alter our thinking so that we can develop effective strategies in the face of perpetual catastrophe.

It ' s time to rewrite the rules—to curb the runaway flow of wealth to the top one percent, to restore security and opportunity for the middle class, and to foster stronger growth rooted in broadly shared prosperity. Inequality is a choice. The United States bills itself as the land of opportunity, a place where anyone can achieve success and a better life through hard work and determination. But the facts tell a different story—the U.S. today lags behind most other developed nations in measures of inequality and

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economic mobility. For decades, wages have stagnated for the majority of workers while economic gains have disproportionately gone to the top one percent. Education, housing, and health care—essential ingredients for individual success—are growing ever more expensive. Deeply rooted structural discrimination continues to hold down women and people of color, and more than one-fifth of all American children now live in poverty. These trends are on track to become even worse in the future. Some economists claim that today 's bleak conditions are inevitable consequences of market outcomes, globalization, and technological progress. If we want greater equality, they argue, we have to sacrifice growth. This is simply not true. American inequality is the result of misguided

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structural rules that actually constrict economic growth. We have stripped away worker protections and family support systems, created a tax system that rewards short-term gains over long-term investment, offered a de facto public safety net to too-big-to-fail financial institutions, and chosen monetary and fiscal policies that promote wealth over full employment.

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