

Free ebook The why axis hidden motives and undiscovered economics of [PDF]

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

an informative and entertaining account of how actions send signals that shape behaviors and how to design better incentives for better results in our life our work and our world incentives send powerful signals that aim to influence behavior but often there is a conflict between what we say and what we do in response to these incentives the result mixed signals consider the ceo who urges teamwork but designs incentives for individual success who invites innovation but punishes failure who emphasizes quality but pays for quantity employing real world scenarios just like this to illustrate this everyday phenomenon behavioral economist uri gneezy explains why incentives often fail and demonstrates how the right incentives can change behavior by aligning with signals for better results drawing on behavioral economics game theory psychology and fieldwork gneezy outlines how to be incentive smart designing rewards that are simple and effective he highlights how the right combination of economic and psychological incentives can encourage people to drive more fuel efficient cars be more innovative at work and even get to the gym incentives send a signal gneezy writes and your objective is to make sure this signal is aligned with your goals

most businesses are driven to maximize profit but what does this drive really mean in action in profit motive what drives the things we do economist charles sauer makes the case that identifying your own and others profit motives provides the foundation for running a successful business being an effective leader a good consumer and getting what you really want out of life in this highly praised new treatise on economic behavior sauer examines how businesses make decisions in pricing and employment and how the search for long term profit can mean adopting practices that may seem contrary to fundamental capitalist principles but the profit motive analysis goes well beyond the realm of finance and corporate decision making to explain how gaining a profit or a benefit is the motivating force behind an endless array of choices made by everyone from large organizations to individuals and their families and everything in between

this book is an exploration that shows us how sentiment and duty form the core of japanese culture it looks at how the combination of common sense culture and social norms influence people s ways of thinking and behavior although the focus is japan in looking at these interrelationships the author draws on his experience and knowledge of other countries from his days before graduate school when he traveled the world as a backpacker now from the world of academia he uses his knowledge of economic analysis to consider the similarities and differences in human behavior among countries and cultures the wide ranging scope of the book takes in marital life education sports business and culture in modern japanese society why for instance does linguistic heterogeneity generally have negative effects on fifa rankings of national soccer teams and what does this have to do with the difficulty of technology transfer among businesses in multilingual countries why was the demand for the film bohemian rhapsody about the british rock group queen so high in japan how do kazuo ishiguro s novels resemble scenarios related to japan s long term public finance prospects how does the depiction of contemporary life compared with the old days in the films of yasujiro ozu provide a cautionary tale for aging societies today how are older people with grandchildren more likely to accept tax increases to support future generations and how is the japanese government actively drawing on behavioral economics to appeal to public sentiment to contain the spread of covid 19 these

and a multitude of other questions are tackled by the backpacker who entered academia to become an economist and who now goes on a journey to find the answers readers can take the trip with him under his expert guidance as he artfully combines sentiment duty and economic analysis an informative and entertaining account of how actions send signals that shape behaviors and how to design better incentives for better results in our life our work and our world getting an incentives balance right can be complicated but gneezy hopes his book provides insights that help people feel prepared to take on the concept and design better incentives financial times if you think you understand how incentives work think again a pioneering behavioral economist reveals how we can create reward systems that minimize unintended consequences and maximize happiness health wealth and success adam grant granted blog incentives send powerful signals that aim to influence behavior but often there is a conflict between what we say and what we do in response to these incentives the result mixed signals consider the ceo who urges teamwork but designs incentives for individual success who invites innovation but punishes failure who emphasizes quality but pays for quantity employing real world scenarios just like this to illustrate this everyday phenomenon behavioral economist uri gneezy explains why incentives often fail and demonstrates how the right incentives can change behavior by aligning with signals for better results drawing on behavioral economics game theory psychology and fieldwork gneezy outlines how to be incentive smart designing rewards that are simple and effective he highlights how the right combination of economic and psychological incentives can encourage people to drive more fuel efficient cars be more innovative at work and even get to the gym incentives send a signal gneezy writes and your objective is to make sure this signal is aligned with your goals

since the release of dungeons dragons in 1974 role playing games rpgs have spawned a vibrant industry and subculture whose characteristics and player experiences have been well explored yet little attention has been devoted to the ways rpgs have shaped society at large over the last four decades role playing games influenced video game design have been widely represented in film television and other media and have made their mark on education social media corporate training and the military this collection of new essays illustrates the broad appeal and impact of rpgs topics range from a critical reexamination of the satanic panic of the 1980s to the growing significance of rpgs in education to the potential for serious rpgs to provoke awareness and social change the contributors discuss the myriad subtle and not so subtle ways in which the values concepts and mechanics of rpgs have infiltrated popular culture i m being pulled in a thousand different directions as a therapist chuck degroat hears that line all the time i hear it from students and software developers he says i hear it from spiritual leaders and coffee baristas and i hear it from my own inner self we all feel that nasty pull to and fro the frantic busyness that exhausts us and threatens to undo us and we all think we know the solution more downtime more relaxation more rest and we re all wrong as degroat himself has discovered the real solution to what pulls us apart is wholeheartedness a way of living and being that can transform us from the inside out and that s what readers of this book will discover too providing a timely contribution to the ongoing questions surrounding topics which are by definition subject to varying stakeholder interpretations this book addresses the missing link between theoretical csr concepts and everyday management practice it acts as a guide to awaken managers to the advantages of adopting a csr mindset when developing sustainable business strategies the book consists of three parts 1 a theoretical realm which establishes the key concepts and rationale for the adoption of a sustainable csr approach 2 a practical realm which addresses putting csr and sustainability into business practice 3 an educational realm which proposes how to incorporate the concepts into teaching and training the question of why and how certain individuals are drawn towards behaving in a way that contravenes the law of the land is not an easy one to address researchers from various different fields have nevertheless attempted to develop theoretical explanations for the existence of different types of crime and why some individuals commit such acts crime and criminality draws on criminology sociology psychology and neuroscience to offer a balanced perspective of crime the criminal and criminality coverage includes a comprehensive discussion of theoretical approaches to criminal behaviour including biological social and rational choice approaches an analysis of legal and social definitions of crime and how these definitions influence the way specific behaviours are labelled as criminal an examination of different types of crime and criminals from delinquents to psychopaths and sex offenders an exploration of different ways in which crime is predicted including risk assessment and offender profiling and an overview of investigative techniques addressing a broad range of topics and offering a synthesis of competing theoretical explanations of criminality this book is essential reading for students taking courses in criminology criminal psychology criminal behaviour forensic psychology and psychological criminology the digital revolution is interwoven with the promise to empower the user yet the rise of centralized commercial platforms for crowdsourced work questions the validity of this narrative in crowd design florian alexander schmidt analyses the workings and the rhetoric of crowdsourced work platforms by comparing the way they address the masses today with historic notions of the crowd the utopian concepts of early online collaboration are taken as a vantage point from which to view and critique current and at times dystopian applications of crowdsourced work the study is focused on the crowdsourcing of design tasks but these specific applications are used to examine the design of the more general mechanisms employed by the platform providers to motivate and control the crowds crowd design is as much about the crowdsourcing of design as it is about the design of crowdsourcing the hiring firing retention compensation and control of employees in the american workplace is the realm and domain of human resources management but who or what really controls the human resources department but of course the yo yo american economy both a leading and a lagging indicator of the good and or bad the right and or wrong of life in corporate america and nothing affects the flow of the american economy more than our great and mighty american government forever taking more and more money away from the rich that is anyone with a job and a paycheck and funneling that money into the deep abyss of government bureaucracy primarily for the purpose of rewarding political friends crony capitalism which keeps that massive amount of money from flowing to american businesses and eventually to american workers social epidemiology is the study of how the social world influences and in many cases defines the fundamental determinants of health this link was substantiated in the first edition of social epidemiology and the generation of research that followed has fundamentally changed the way we understand epidemiology and public health this much awaited second edition elevates the field again first by codifying the last decade of research then by extending it to examine how public policies impact health the new edition includes 11 fully updated chapters including entries on the links between health and discrimination income inequality social networks and emotion four all new chapters on the role of policies in shaping health including how to translate evidence into action with multi level interventions updated references detailing the best research over the last two decades the result is a bold brilliant text that will serve the new world of epidemiology in which scientists both observe health and design

interventions to improve it social epidemiology again sets an intellectual agenda and provides an essential foundation for those interested in social determinants of health around the world scholars from psychology neuroscience economics animal behavior and evolution describe the latest research on the causes and consequences of overconsumption our drive to consume our desire for food clothing smart phones and megahomes evolved from our ancestors drive to survive but the psychological and neural processes that originally evolved to guide mammals toward resources that are necessary but scarce may mislead us in modern conditions of material abundance such phenomena as obesity financial bubbles hoarding and shopping sprees suggest a mismatch between our instinct to consume and our current environment this volume brings together research from psychology neuroscience economics marketing animal behavior and evolution to explore the causes and consequences of consumption contributors consider such topics as how animal food storing informs human consumption the downside of evolved fast and frugal rules for eating how future discounting and the draw toward immediate rewards influence food consumption addiction and our ability to save overconsumption as social display and the policy implications of consumption science taken together the chapters make the case for an emerging interdisciplinary science of consumption that reflects commonalities across species domains and fields of inquiry by carefully comparing mechanisms that underlie seemingly disparate outcomes we can achieve a unified understanding of consumption that could benefit both science and society this book addresses the wave of innovation and reforms that has been called the nudge or behavioural public policy agenda which has emerged in many countries since the mid 2000s nudge involves developing behavioural insights to solve complex policy problems such as unemployment obesity and the environment as well as improving the delivery of policies by reforming standard operating procedures it reviews the changes that have taken place in particular the greater use of randomised evaluations and discusses how far nudge can be used more generally in the policy process the book argues that nudge has a radical future if it develops a more bottom up approach involving greater feedback and more engagement with citizens branded entertainment is gaining popularity within marketing communications strategies blurring the lines between advertisements and editorial content branded marketing provides advertisers and consumers with highly engaging media content that benefits them both engaging consumers through branded entertainment and convergent media provides an interdisciplinary approach to connecting with the consumer through branding strategies in the entertainment and media fields featuring information regarding emergent research and techniques this publication is a critical reference source for academics university teachers researchers and post graduate students as well as universities advertising agencies marketing directors brand managers and professionals interested in the usage and benefits of branded entertainment disruptive technologies outlines the steps businesses can take to engage with emerging technologies today in order to serve the consumer of tomorrow this book offers the knowledge and tools to engage confidently with emerging technologies for better business this highly practical book offers organizations a distinct response to emerging technologies including blockchain bitcoin artificial intelligence graphene and nanotechnology among others and other external factors such as the sharing economy mobile penetration millennial workforce ageing populations that impact on their business client service and product model disruptive technologies provides a clear roadmap to assess respond to and problem solve what are the upcoming changes in technology roughly when to respond and what s the best response by using a quick to master evaluation and decision making framework structured around the key dimensions of technology behaviour and data tbd emerging technologies guru paul armstrong offers a clear guide to the key disruptive technologies and a toolbox of frameworks checklists and activities to evaluate their possibilities disruptive technologies enables forecasting of potential scenarios implementation of plans alternative strategies and the ability to handle change more effectively within an organization the essential tool for all professionals who need to get to grips with emerging technologies fast and strategically adam smith s contribution to economics is well recognised but scholars have recently been exploring anew the multidisciplinary nature of his works the adam smith review is a rigorously refereed annual review that provides a unique forum for interdisciplinary debate on all aspects of adam smith s works his place in history and the significance of his writings to the modern world it is aimed at facilitating debate between scholars working across the humanities and social sciences thus emulating the reach of the enlightenment world which smith helped to shape this tenth volume brings together leading scholars from across several disciplines and offers a particular focus on smith s continuing impact on the history of economics there is also an emphasis throughout the volume on the relationship between smith s work and that of other key thinkers an exploration of how altruism affects us what are the markers for success and how to avoid the pitfalls with scrupulous research and on the ground reporting from the pulitzer prize winning journalists and bestselling authors of half a sky and tightrope kristof and wudunn will inspire you to change lives for the better including your own the new york times book review in their recounting of astonishing stories from the front lines of social progress we see the compelling inspiring truth of how real people have changed the world underscoring that one person can make a difference a path appears offers practical results driven advice on how best each of us can give and reveals the lasting benefits we gain in return kristof and wudunn know better than most how many urgent challenges communities around the world face to day here they offer a timely beacon of hope for our collective future philanthropy and american higher education provides higher education professionals leaders and scholars with a thoughtful comprehensive introduction to the scope and development of philanthropy and fund raising as part of the essential life and work of colleges and universities in the united states taking the business model as point of departure this open access book explores how companies and organizations can contribute to a more sustainable future by designing innovative models that are both sustainable and profitable based upon years of research it draws together theoretical foundations and existing literature on the topic of sustainable business alongside case studies and practical solutions after examining the theoretical foundations of sustainable business model innovation the authors present their own framework restart consisting of seven factors this framework can be the basis for restarting any business model the final section outlines a research agenda for sustainable business informed by the perspectives and frameworks put forward in this book randomised tests are carried out on us every day by supermarkets search engines online dating sites political parties and direct marketers but how do these tests work are there any ethical issues and what do they reveal about our choices in randomistas andrew leigh tells the stories of radical researchers who overturned conventional wisdom in medicine politics business law enforcement and more from finding the cure to scurvy to discovering what policies really improve literacy rates randomistas 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economics at yale the trouble with human nature brings together biological and cross cultural evidence to critically examine common preconceptions and challenge popular assumptions about human nature it sets out to counter genetic and evolutionary myths about human variation and behavior drawing on both biological and cultural anthropology as well as from other disciplines including psychology economics and sociology the chapters address the interrelated topics of health and disease gender and other differences and violence and conflict the analysis calls into question the presumed natural foundation for social inequalities and sheds light on both the constraints and possibilities inherent in the human condition this book provides students of human diversity and evolution with an excellent resource to better approach questions relating to human nature it will also be of interest to those taking courses in social cultural and biological anthropology as well as public health medical anthropology sociology gender studies psychology and kinship studies

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crowd design is as much about the crowdsourcing of design as it is about the design of crowdsourcing

Crowd Design 2017-07-24

the hiring firing retention compensation and control of employees in the american workplace is the realm and domain of human resources management but who or what really controls the human resources department but of course the yo yo american economy both a leading and a lagging indicator of the good and or bad the right and or wrong of life in corporate america and nothing affects the flow of the american economy more than our great and mighty american government forever taking more and more money away from the rich that is anyone with a job and a paycheck and funneling that money into the deep abyss of government bureaucracy primarily for the purpose of rewarding political friends crony capitalism which keeps that massive amount of money from flowing to american businesses and eventually to american workers

The Fallacy and Failure of Communism, Socialism, and Keynesian Economics 2017-03-16

social epidemiology is the study of how the social world influences and in many cases defines the fundamental determinants of health this link was substantiated in the first edition of social epidemiology and the generation of research that followed has fundamentally changed the way we understand epidemiology and public health this much awaited second edition elevates the field again first by codifying the last decade of research then by extending it to examine how public policies impact health the new edition includes 11 fully updated chapters including entries on the links between health and discrimination income inequality social networks and emotion four all new chapters on the role of policies in shaping health including how to translate evidence into action with multi level interventions updated references detailing the best research over the last two decades the result is a bold brilliant text that will serve the new world of epidemiology in which scientists both observe health and design interventions to improve it social epidemiology again sets an intellectual agenda and provides an essential foundation for those interested in social determinants of health around the world

Social Epidemiology 2014-07-09

scholars from psychology neuroscience economics animal behavior and evolution describe the latest research on the causes and consequences of overconsumption our drive to consume our desire for food clothing smart phones and megahomes evolved from our ancestors drive to survive but the psychological and neural processes that originally evolved to guide mammals toward resources that are necessary but scarce may mislead us in modern conditions of material abundance such phenomena as obesity financial bubbles hoarding and shopping sprees suggest a mismatch between our instinct to consume and our current environment this volume brings together research from psychology neuroscience economics marketing animal behavior and evolution to explore the causes and consequences of consumption contributors consider such topics as how animal food storing informs human consumption the downside of evolved fast and frugal rules for eating how future discounting and the draw toward immediate rewards influence food consumption addiction and our ability to save overconsumption as social display and the policy implications of consumption science taken together the chapters make the case for an emerging interdisciplinary science of consumption that reflects commonalities across species domains and fields of inquiry by carefully comparing mechanisms that underlie seemingly disparate outcomes we can achieve a unified understanding of consumption that could benefit both science and society

The Interdisciplinary Science of Consumption 2014-08-08

this book addresses the wave of innovation and reforms that has been called the nudge or behavioural public policy agenda which has emerged in many countries since the mid 2000s nudge involves developing behavioural insights to solve complex policy problems such as unemployment obesity and the environment as well as improving the delivery of policies by reforming standard operating procedures it reviews the changes that have taken place in particular the greater use of randomised evaluations and discusses how far nudge can be used more generally in the policy process the book argues that nudge has a radical future if it develops a more bottom up approach involving greater feedback and more engagement with citizens

How Far to Nudge? 2018

branded entertainment is gaining popularity within marketing communications strategies blurring the lines between advertisements and editorial content branded marketing provides advertisers and

consumers with highly engaging media content that benefits them both engaging consumers through branded entertainment and convergent media provides an interdisciplinary approach to connecting with the consumer through branding strategies in the entertainment and media fields featuring information regarding emergent research and techniques this publication is a critical reference source for academics university teachers researchers and post graduate students as well as universities advertising agencies marketing directors brand managers and professionals interested in the usage and benefits of branded entertainment

Engaging Consumers through Branded Entertainment and Convergent Media 2015-04-30

disruptive technologies outlines the steps businesses can take to engage with emerging technologies today in order to serve the consumer of tomorrow this book offers the knowledge and tools to engage confidently with emerging technologies for better business this highly practical book offers organizations a distinct response to emerging technologies including blockchain bitcoin artificial intelligence graphene and nanotechnology among others and other external factors such as the sharing economy mobile penetration millennial workforce ageing populations that impact on their business client service and product model disruptive technologies provides a clear roadmap to assess respond to and problem solve what are the upcoming changes in technology roughly when to respond and what s the best response by using a quick to master evaluation and decision making framework structured around the key dimensions of technology behaviour and data tbd emerging technologies guru paul armstrong offers a clear guide to the key disruptive technologies and a toolbox of frameworks checklists and activities to evaluate their possibilities disruptive technologies enables forecasting of potential scenarios implementation of plans alternative strategies and the ability to handle change more effectively within an organization the essential tool for all professionals who need to get to grips with emerging technologies fast and strategically

Disruptive Technologies 2017-05-03

adam smith s contribution to economics is well recognised but scholars have recently been exploring anew the multidisciplinary nature of his works the adam smith review is a rigorously refereed annual review that provides a unique forum for interdisciplinary debate on all aspects of adam smith s works his place in history and the significance of his writings to the modern world it is aimed at facilitating debate between scholars working across the humanities and social sciences thus emulating the reach of the enlightenment world which smith helped to shape this tenth volume brings together leading scholars from across several disciplines and offers a particular focus on smith s continuing impact on the history of economics there is also an emphasis throughout the volume on the relationship between smith s work and that of other key thinkers

The Adam Smith Review: Volume 10 2017-09-27

an exploration of how altruism affects us what are the markers for success and how to avoid the pitfalls with scrupulous research and on the ground reporting from the pulitzer prize winning journalists and bestselling authors of half a sky and tightrope kristof and wudunn will inspire you to change lives for the better including your own the new york times book review in their recounting of astonishing stories from the front lines of social progress we see the compelling inspiring truth of how real people have changed the world underscoring that one person can make a difference a path appears offers practical results driven advice on how best each of us can give and reveals the lasting benefits we gain in return kristof and wudunn know better than most how many urgent challenges communities around the world face to day here they offer a timely beacon of hope for our collective future

A Path Appears 2014-09-23

philanthropy and american higher education provides higher education professionals leaders and scholars with a thoughtful comprehensive introduction to the scope and development of philanthropy and fund raising as part of the essential life and work of colleges and universities in the united states

Philanthropy and American Higher Education 2014-08-19

taking the business model as point of departure this open access book explores how companies and organizations can contribute to a more sustainable future by designing innovative models that are both sustainable and profitable based upon years of research it draws together theoretical foundations and existing literature on the topic of sustainable business alongside case studies and practical solutions after examining the theoretical foundations of sustainable business model innovation the authors present their own framework restart consisting of seven factors this framework can be the basis

for restarting any business model the final section outlines a research agenda for sustainable business informed by the perspectives and frameworks put forward in this book

RESTART Sustainable Business Model Innovation *2018-07-31*

randomised tests are carried out on us every day by supermarkets search engines online dating sites political parties and direct marketers but how do these tests work are there any ethical issues and what do they reveal about our choices in randomistas andrew leigh tells the stories of radical researchers who overturned conventional wisdom in medicine politics business law enforcement and more from finding the cure to scurvy to discovering what policies really improve literacy rates randomistas have shaped life as we know it but they often had to fight to conduct their trials and have their findings implemented the subject of this book could hardly be more vital are we humble enough to admit we may be wrong and do we care enough to learn randomistas is rigorous impassioned and tremendous fun everyone should read it tim harford author of the undercover economist a tour de force david halpern author of inside the nudge unit reveals how data and experiments can make the world a better place dean karlan professor of economics at yale

Randomistas *2018-03-01*

the trouble with human nature brings together biological and cross cultural evidence to critically examine common preconceptions and challenge popular assumptions about human nature it sets out to counter genetic and evolutionary myths about human variation and behavior drawing on both biological and cultural anthropology as well as from other disciplines including psychology economics and sociology the chapters address the interrelated topics of health and disease gender and other differences and violence and conflict the analysis calls into question the presumed natural foundation for social inequalities and sheds light on both the constraints and possibilities inherent in the human condition this book provides students of human diversity and evolution with an excellent resource to better approach questions relating to human nature it will also be of interest to those taking courses in social cultural and biological anthropology as well as public health medical anthropology sociology gender studies psychology and kinship studies

The Trouble with Human Nature *2017-02-03*

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