



Nick Wilkinson and Matthias Klaes

An

Introduction

to Behavioral

Economics

2nd EDITION

Brief Contents

Detailed Table of Contents	iv
List of Figures	viii
List of Tables	ix
Preface	x
Acknowledgments	xiii

PART I INTRODUCTION

CHAPTER 1 Nature of Behavioral Economics	1
CHAPTER 2 Methodology	28

PART II FOUNDATIONS

CHAPTER 3 Values, Preferences and Choices	62
CHAPTER 4 Beliefs, Heuristics and Biases	115
CHAPTER 5 Decision-making under Risk and Uncertainty	146
CHAPTER 6 Mental Accounting	218

PART III INTERTEMPORAL CHOICE

CHAPTER 7 The Discounted Utility Model	260
CHAPTER 8 Alternative Intertemporal Choice Models	283

PART IV STRATEGIC INTERACTION

CHAPTER 9 Behavioral Game Theory	334
CHAPTER 10 Social Preferences	391

PART V CONCLUSION

CHAPTER 11 Behavioral Economics: Summary and Outlook	459
Bibliography	504
Index	559