The Cambridge Handbook of Psychology and Economic Behaviour

Psychologists have been observing and interpreting economic behaviour for at least fifty years, and the last decade, in particular, has seen an escalated interest in the interface between psychology and economics. The Cambridge Handbook of Psychology and Economic Behaviour is a valuable reference resource dedicated to improving our understanding of the economic mind and economic behaviour. Employing empirical methods – including laboratory experiments, field experiments, observations, questionnaires and interviews – the Handbook covers aspects of theory and method, financial and consumer behaviour, the environment and biological perspectives. With contributions from distinguished scholars from a variety of countries and backgrounds, the Handbook is an important step forward in the improvement of communications between the disciplines of psychology and economics. It will appeal to academic researchers and graduates in economic psychology and behavioural economics.

Alan Lewis is Professor of Economic Psychology in the Department of Psychology at the University of Bath. He is a former editor of the Journal of Economic Psychology and his books include Morals, Markets and Money: Ethical, Green and Socially Responsible Investing (2002) and The New Economic Mind: The Social Psychology of Economic Behaviour (with Paul Webley and Adrian Furnham, 1995).
This book is first and foremost dedicated to my wife Sandie Lewis. I would also like to dedicate it to all my past, current and future economic psychology students.
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