

CFED Assets Learning Conference  
September 23, 2010  
Behavioral Economics 101 Reference List

### Books

- Nudge – Cass Sunstein and Richard Thaler
  - Check out the nudge blog: <http://nudges.org/>
- Predictably Irrational: The Hidden Forces That Shape Our Decisions – Dan Ariely
- Judgment in Managerial Decision Making – Max Bazerman and Don Moore
- Influence: Science and Practice – Robert Cialdini

### Journal articles (many can be found using Google Scholar)

Bertrand, Marianne, Mullainathan, Sendhil, & Shafir, Eldar (2006). Behavioral economics and marketing in aid of decision-making among the poor. *Journal of Public Policy and Marketing*, 25(1), 8-23.

Congdon, William, Jeffrey R. Kling and Sendhil Mullainathan. 2009. Behavioral Economics and Tax Policy.. National Bureau of Economic Research Working Paper No. 15328. Cambridge, MA: National Bureau of Economic Research. September.

Haisley, Emily, Mostafa, Romel, & Loewenstein, George (2008). Myopic risk seeking: The impact of narrow decision bracketing on lottery play. *Journal of Risk and Uncertainty*, 37(1), 57-75.

Zikmund-Fisher, B.J., Parker, A.M., 1999. Demand for rent-to-own contracts: a behavioral economic explanation. *Journal of Economic Behavior and Organization* 38, 199–216.

Johnson, Eric, J. & Goldstein, Daniel (1999). Do defaults save lives. *Science*, 302, 1338-1339.

Thaler, R. (1999). Mental accounting matter. *Journal of Behavioral Decision Making*, 12, 183-206.

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Please contact me with any questions!