An introduction to behavioral economics by nick wilkinson

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Who pioneered behavioral economics? The economist Richard Thaler, a keen observer of human behavior and founder of behavioral economics, was inspired by Kahneman & Tversky's work (see Thaler, 2015, for a summary). Thaler coined the concept of mental accounting. According to Thaler, people think of value in relative rather than absolute terms.

Who is the founding father of behavioral economics? Considered to be one of the founding fathers of behavioral economics, Richard Thaler in 2017 received the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel.

Who is the godfather of behavioral economics? Daniel Kahneman on March 27 at the age of 90. Kahneman, known as the "grandfather of behavioral economics," leaves behind a legacy that has fundamentally shaped our understanding of human decision-making, risk, and cognitive biases.

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