



## Neuroeconomics: Decision Making and the Brain

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# Neuroeconomics: Decision Making and the Brain

## Neuroeconomics: Decision Making and the Brain

Neuroeconomics is a new highly promising approach to understanding the neurobiology of decision making and how it affects cognitive social interactions between humans and societies/economies. This book is the first edited reference to examine the science behind neuroeconomics, including how it influences human behavior and societal decision making from a behavioral economics point of view. Presenting a truly interdisciplinary approach, *Neuroeconomics* presents research from neuroscience, psychology, and behavioral economics, and includes chapters by all the major figures in the field, including two Economics Nobel laureates.

- \* An authoritative reference written and edited by acknowledged experts and founders of the field
- \* Presents an interdisciplinary view of the approaches, concepts, and results of the emerging field of neuroeconomics relevant for anyone interested in this area of research
- \* Full-color presentation throughout with carefully selected illustrations to highlight key concepts

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