



A Joosr Guide to... Misbehaving by Richard Thaler: The Making of Behavioral Economics

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What differentiates behavioral economics from traditional economics, and what can it teach us about making responsible financial decisions? Find out why behavioral economics was developed and how it explains the irrational economic decisions people make every day.

Misbehaving is a fascinating account of some of the most common irrational consumer decisions that behavioral economics professionals have exposed. Although people usually intend to make good and logical choices, these good intentions don't always prevail. This book provides sage advice and savvy techniques for overcoming these illogical biases in your own life so you can start making better, more shrewd financial decisions.

You will learn:

- How to strengthen your willpower to overcome the temptation of instant gratification
- Why you should be wary about buying something simply because it is too good a deal to pass up
- How you can budget to make sure your money is being spent in the best possible places.

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