

Librería
Bonilla y Asociados
desde 1950



Título: Identity Economics. How Our Identities Shape Our Work, Wages, And Well-Being

Autor: Akerlof George A/ Kranton Rachel E

Precio: \$362.00

Editorial:

Año: 2010

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780691146485

In 1995, economist Rachel Kranton wrote future Nobel Prize-winner George Akerlof a letter insisting that his most recent paper was wrong. Identity, she argued, was the missing element that would help to explain why people_facing the same economic circumstances_would make different choices. This was the beginning of a fourteen-year collaboration_and of Identity Economics.

Identity economics is a new way to understand people's decisions_at work, at school, and at home. With it, we can better appreciate why incentives like stock options work or don't; why some schools succeed and others don't; why some cities and towns don't invest in their futures_and much, much more.

Identity Economics bridges a critical gap in the social sciences. It brings identity and norms to economics. People's notions of what is proper, and what is forbidden, and for whom, are fundamental to how hard they work, and how they learn, spend, and save. Thus people's identity_their conception of who they are, and of who they choose to be_may be the most important factor affecting their economic lives. And the limits placed by society on people's identity can also be crucial determinants of their economic well-being.