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A Course in Behavioral Economics is a concise and reader-friendly introduction to one of the most influential areas of economics today. Covering all core areas of the subject, the book requires no advanced mathematics and is full of examples, exercises, and problems drawn from the fields of economics, management, marketing, political science, and public policy, among others. It is an ideal first textbook for students coming to behavioral economics from a wide range of disciplines, and would also appeal to the general reader looking for a thorough and readable introduction to the subject.