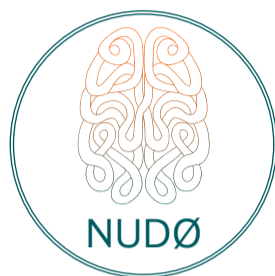


# Lista de libros sobre Economía del Comportamiento

Curada por



Los libros son una de las mejores fuentes de conocimiento, especialmente cuando hablamos de la Economía del Comportamiento. La falta de programas académicos en Latinoamérica y la relativa novedad del tema, hacen que los libros sean, hasta hoy, la mejor forma de descubrir y expandir nuestro conocimiento, sobre las Ciencias del Comportamiento. A continuación te compartimos la lista de libros que NUDØ guarda en su biblioteca, y que te recomendamos leer. 🧠

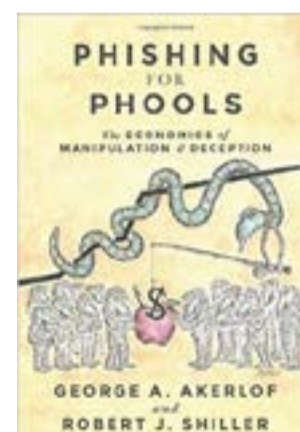
***Cool: How the Brain's Hidden Quest for Cool Drives Our Economy and Shapes Our World***

Steven Quartz & Anette Asp (2016)



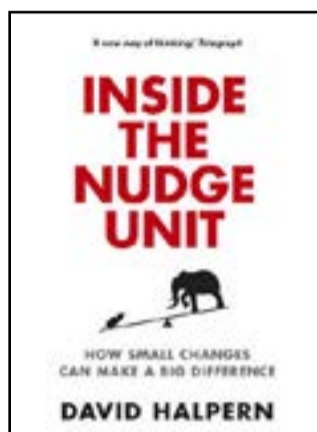
***Phishing for Phools: The Economics of Manipulation and Deception***

George A. Akerlof & Robert J. Shiller (2015)



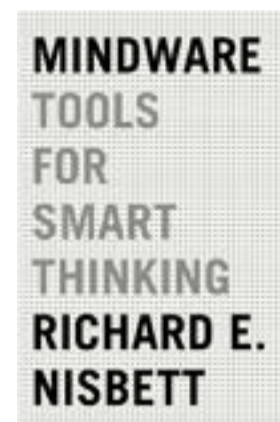
*Inside the Nudge Unit: How Small Changes Can Make a Big Difference*

David Halpern (2015)



*Mindware: Tools for Smart Thinking*

Richard Nisbett (2015)



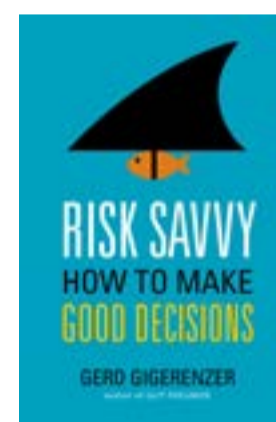
*The Biased Mind: How Evolution Shaped our Psychology Including Anecdotes and Tips for Making Sound Decisions*

Jerome Boutang & Michel De Lara (2015)



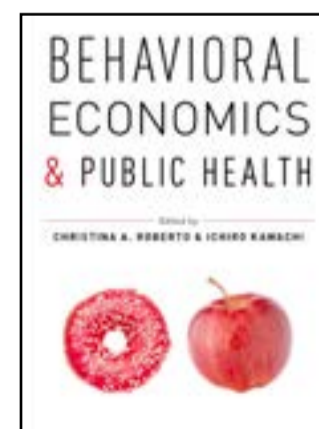
*Risk Savvy: How to Make Good Decisions*

Gerd Gigerenzer (2015)



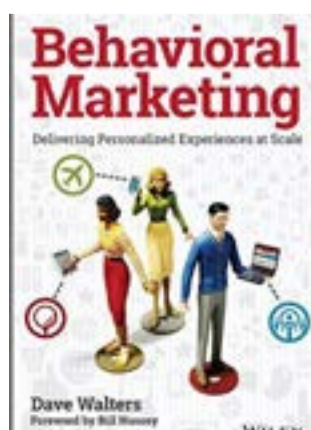
*Behavioral Economics and Public Health*

Christina Roberto & Ichiro Kawachi (2015)



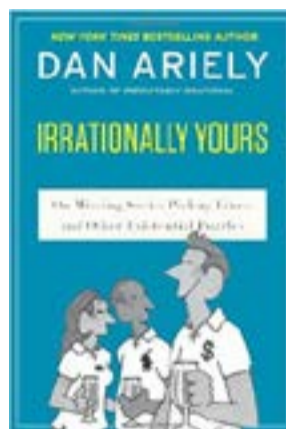
*Behavioral Marketing: Delivering Personalized Experiences at Scale*

Dave Walters (2015)



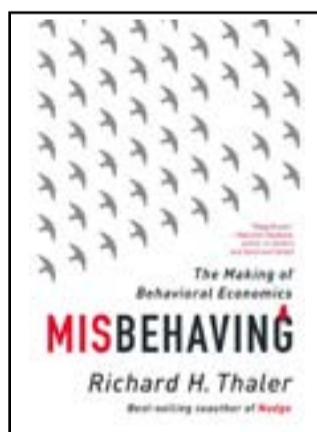
***Irrationally Yours: On Missing Socks, Pickup Lines, and Other Existential Puzzles***

Dan Ariely (2015)



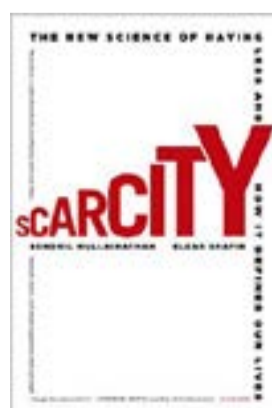
***Misbehaving: The Making of Behavioral Economics***

Richard Thaler (2015)



***Scarcity: The New Science of Having Less and How It Defines Our Lives***

Sendhil Mullainathan & Eldar Shafir (2014)



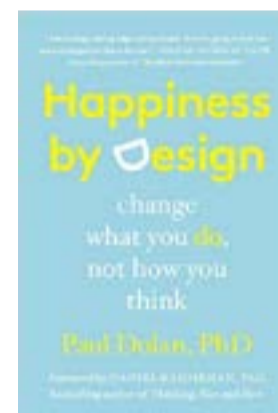
***Choosing Not to Choose: Understanding the Value of Choice***

Cass R. Sunstein (2015)



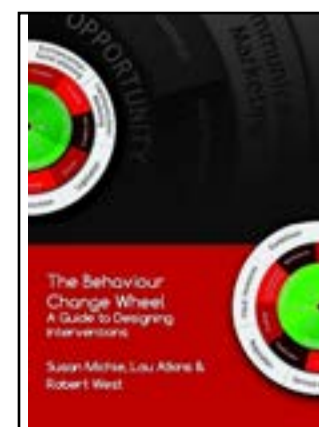
***Happiness by Design: Change What You Do, Not How You Think***

Paul Dolan (2014)



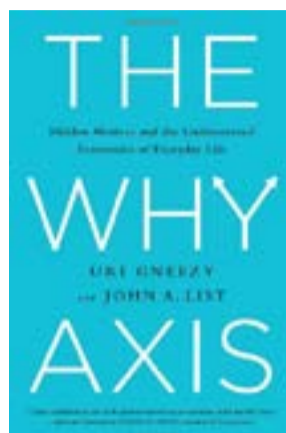
***The Behavior Change Wheel: A Guide To Designing Interventions***

Susan Michie, Lou Atkins & Robert West (2014)



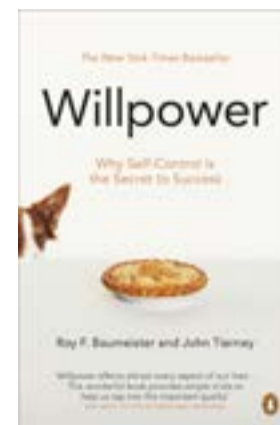
*The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life*

Uri Gneezy & John List (2013)



*Willpower: Why Self-Control is the Secret of Success*

Roy F. Baumeister & John Tierney (2011)



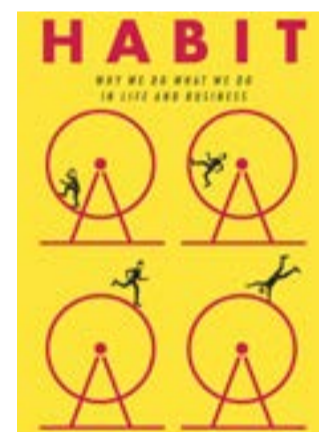
*Designing for Behavior Change: Applying Psychology and Behavioral Economics*

Stephen Wendel (2013)



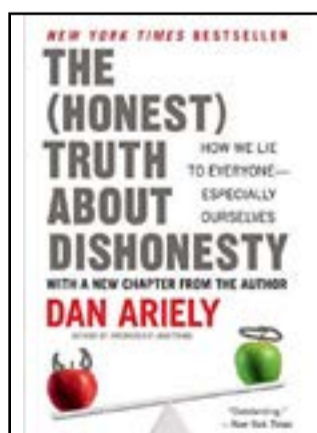
*The Power of Habit: Why We Do What We Do in Life and Business*

Charles Duhigg (2011)



*The (Honest) Truth About Dishonesty: How We Lie to Everyone*

Dan Ariely (2012)



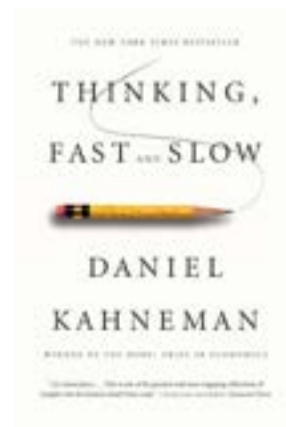
*Gut Feelings: Short Cuts to Better Decision Making*

Gerd Gigerenzer (2008)



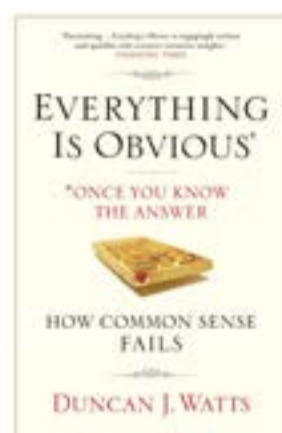
***Thinking, Fast and Slow***

Daniel Kahneman (2011)



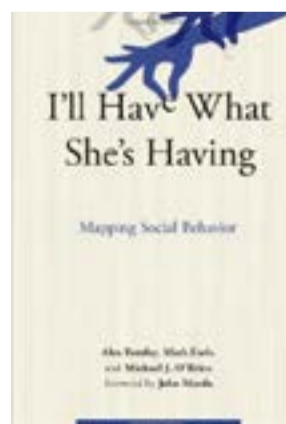
***Everything is Obvious: Once You Know the Answer***

Duncan J. Watts (2011)



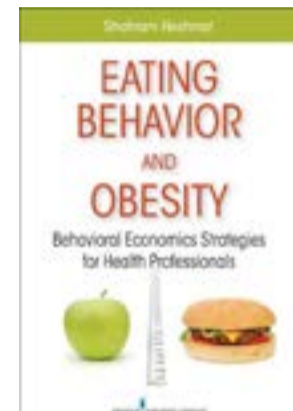
***I'll Have What She's Having: Mapping Social Behaviour***

Alex Bentley, Mark Earls and Michael J. O'Brien (2011)



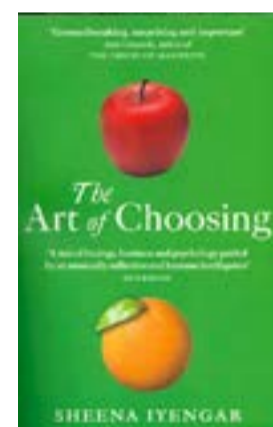
***Eating Behavior and Obesity: Behavioral Economics Strategies for Health Professionals***

Shahram Heshmat (2011)



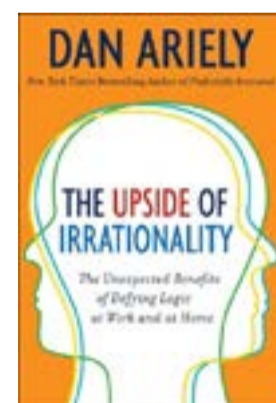
***The Art of Choosing***

Sheena Iyengar (2010)



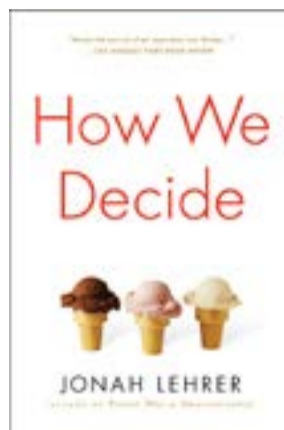
***The Upside of Irrationality***

Dan Ariely (2010)



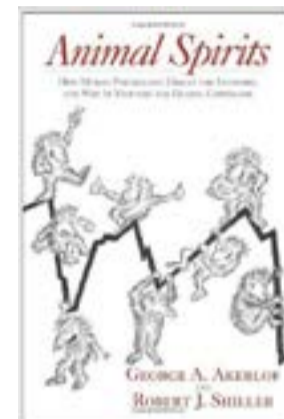
*How We Decide*

Jonah Lehrer (2009)



*Animal Spirits: How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism*

George A. Akerlof & Robert J. Shiller (2009)



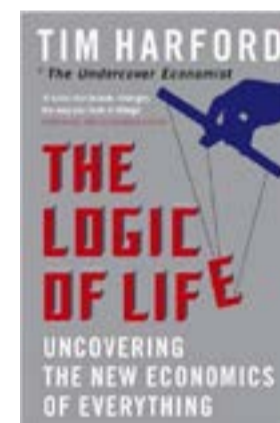
*Switch: How to Change Things When Change Is Hard*

Chip Heath & Dan Heath (2010)



*The Logic of Life: The Rational Economics of an Irrational World*

Tim Harford (2009)



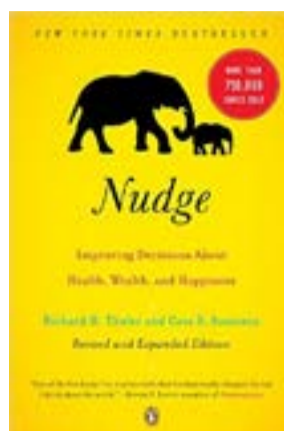
*The Invisible Gorilla: How Our Intuitions Deceive Us*

Christopher Chabris & Daniel Simons (2010)



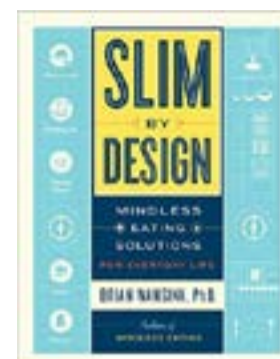
***Nudge: Improving Decisions About Health, Wealth, and Happiness***

Richard H. Thaler & Cass R. Sunstein (2008)



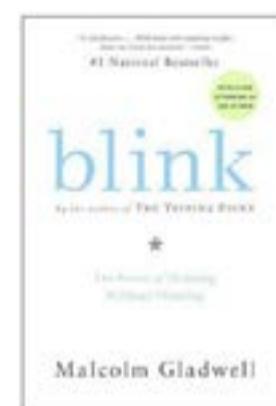
***Slim By Design: Mindless Eating Solutions For Everyday Life***

Brian Wansink (2006)



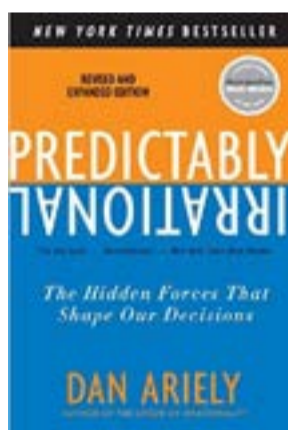
***Blink: The Power of Thinking Without Thinking***

Malcolm Gladwell (2005)



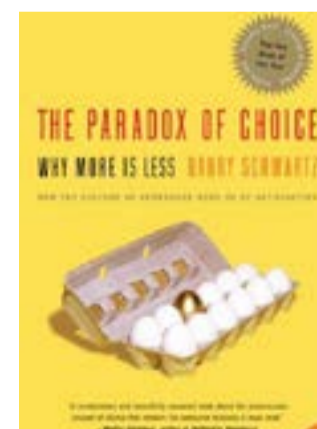
***Predictably Irrational: The Hidden Forces That Shape Our Decisions***

Dan Ariely (2008)



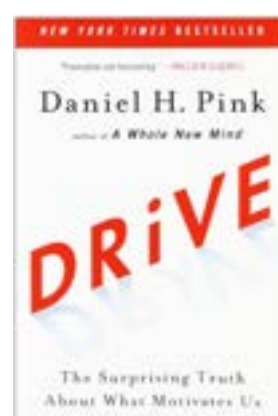
***The Paradox of Choice: Why More Is Less***

Barry Schwartz (2004)



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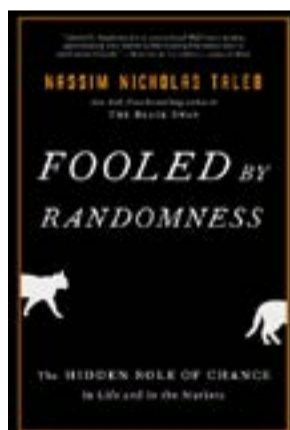
***Naked Economics: Undressing the Dismal Science***

Charles Wheelan (2002)



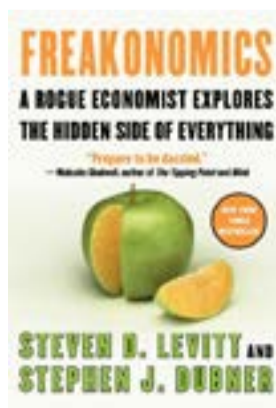
***Fooled by Randomness: The Hidden Role of Chance in Life and in the Markets***

Nassim Nicholas Taleb (2001)



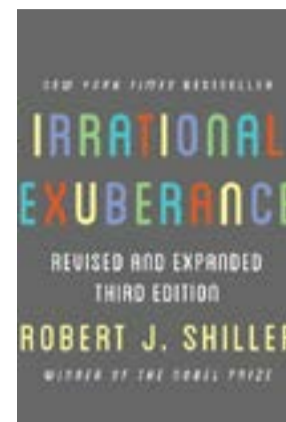
***Freakonomics: A Rogue Economist Explores the Hidden Side of Everything***

Steven D. Levitt & Stephen J. Dubner (2001)



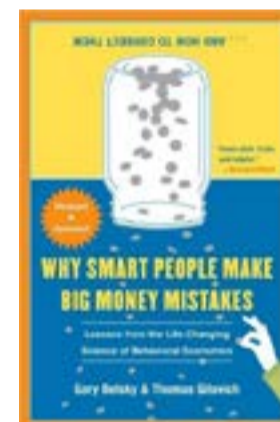
***Irrational Exuberance***

Robert J. Shiller (2000)



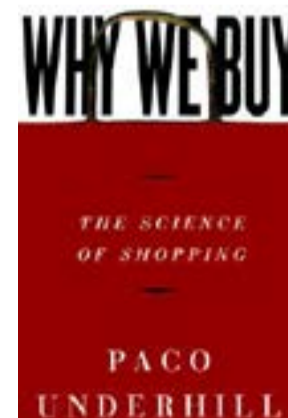
***Why Smart People Make Big Money Mistakes And How To Correct Them: Lessons From The New Science Of Behavioral Economics***

Gary Belsky & Thomas Gilovich (1999)



***Why We Buy: The Science of Shopping***

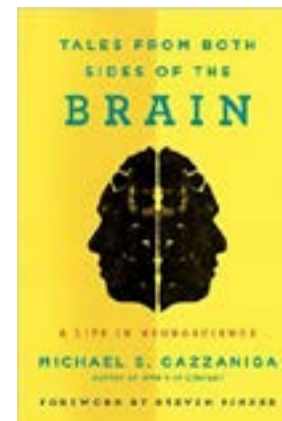
Paco Underhill (1999)





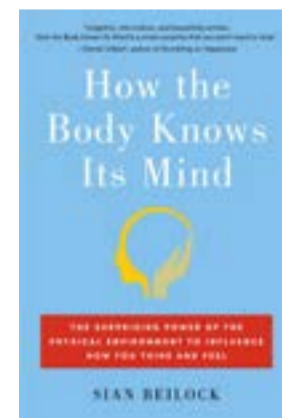
***Tales from Both Sides of the Brain: A Life in Neuroscience***

Michael S. Gazzaniga (2015)



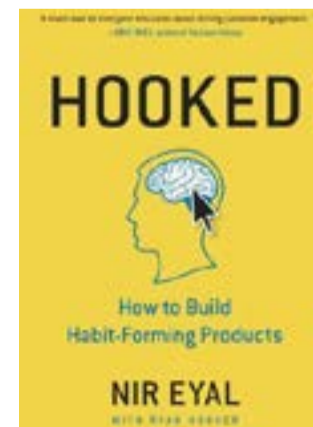
***How the Body Knows Its Mind: The Surprising Power of the Physical Environment to Influence How You Think and Feel***

Sian Beilock (2015)



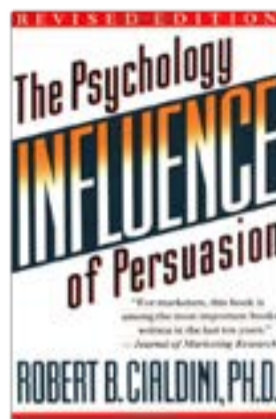
***Hooked: How to Build Habit-Forming Products***

Nir Eyal (2014)



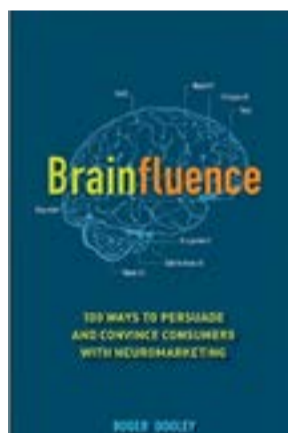
***Influence: The Psychology of Persuasion***

Robert B. Cialdini (1993)



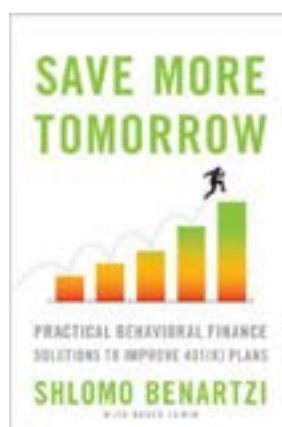
***Brainfluence: 100 Ways To Persuade and Convince Consumers With Neuromarketing***

Roger Dooley (2011)



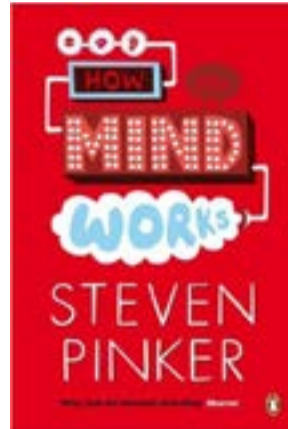
***Save More Tomorrow: Practical Behavioral Finance Solutions to Improve 401(k) Plans***

Shlomo Benartzi (2012)



### *How the Mind Works*

Steven Pinker (1999)



### *Decoded: The Science Behind Why We Buy*

Phil Barden (2013)

