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Uri Gneezy

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Can economics be passionate? Uri Gneezy and John List's ideas and methods for revealing what really works in addressing big social, business, and economic problems gives us new understanding of the motives underlying human behavior. We can then structure incentives that can get people to move mountains, change their behavior, or at least get a better deal.

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352 pages

About the Author

URI GNEEZY is the Atkinson/Epstein endowed chair in behavioural economics and professor of economics and strategy at the Rady School of Management at UC San Diego. Before joining the Rady School, Gneezy was a faculty member at the University of Chicago, and at the Israeli universities Technion and Haifa.

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