

Joseph Morreale, PhD
Economics, Dyson College of Arts and Sciences

Irrational Behavior of the Rational Man: Behavioral Economics and Real Human Decision-Making with Applications to Public Policy

This book introduces faculty and students to the relatively new field of Behavioral Economics. It opens with why the book is necessary for economics faculty and their students to get a more comprehensive understanding of human decision-making. Economics introductory texts have mainly presented the standard economic foundations of rational neoclassical economic theory. Yet, a large volume of research of real human economic behavior has shown how humans are not always rational and often irrational in their economic decision-making. This has been brought to light by the development of the field of Behavioral Economics. This field has questioned how rational humans really are and draws a contrast between the behavior of theoretical rational ECONS and the actual behavior of real HUMANS. The book attempts to change the way economics is presented to freshman and sophomores who often only take one or two introductory courses. This is accomplished by introducing them to Behavioral Economics, summarizing its many discoveries, and contrasting it with traditional rational economics. The new approach also applies this new knowledge to applications in public policy. This should be of interest to academics in other social sciences as well as other professionals in business, management, public administration, and public policy.