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The Why Axis: Hidden Motives and the Undiscovered ...

The Why Axis by Gneezy and List is a case study analysis of how experimental economics can help us figure out what motivates people and how to use that information to improve economic efficiency. The book is very reminiscent of Freakonomics but with the added focus of using controlled experiments on sample groups to determine policy and actions for the investigating parties.

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And help us understand their hidden motives for why they do what they do in everyday life? Uri Gneezy and John List are revolutionaries. Their 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.

The Why Axis: Hidden Motives and the Undiscovered ...

The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life. May 25, 2018 8:11 am May 23, 2018 8:12 am. The Why Axis is a colourful examination of why people do what they do and how effective incentives can spur people to change their behaviour and achieve more. Uri Gneezy and John List are a little like the anthropologists who spend months in the field studying people in their native environments.

The Why Axis: Hidden Motives and the Undiscovered ...

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The Why Axis: Hidden Motives and The Undiscovered Economics of Everyday Life by. Uri Gneezy. 3.65 · Rating details · 964 ratings · 123 reviews Two of Forbes magazine's [world's] most powerful economists provide the breakthrough ideas to challenge the assumptions of human decision-making.

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9781610393119: The Why Axis: Hidden Motives and the ...

The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life. This is an interesting book on many levels. I bought the book, because as a leader and teacher and writer about leadership, I also want to know more about people's motives so I can better understand how to coach, lead and influence them.

The Why Axis: Hidden Motives and the Undiscovered ...

The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life by Uri Gneezy and John List: Buy The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life by Uri Gneezy and John List at Amazon.co.uk or Amazon.com. Category: Politics and Society Reviewer: Trish Simpson-Davis

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Axis: Hidden Motives and the Undiscovered Economics of Everyday Life.

The Why Axis: Hidden Motives and the Undiscovered ...

The Why Axis (Hardcover) Hidden Motives and the Undiscovered Economics of Everyday Life. By Uri Gneezy, John List, Steven D. Levitt (Foreword by) PublicAffairs, 9781610393119, 288pp. Publication Date: October 8, 2013. Other Editions of This Title: Compact Disc (10/8/2013) MP3 CD (10/8/2013) Paperback (12/6/2016)

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¶Most of us don't respond well to delayed gratification; we are much more interested in immediate

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rewards. This is why we procrastinate, fail to save as much money as we should for retirement, eat too much, and exercise too little. □ □ Uri Gneezy, The Why Axis: Hidden Motives and The Undiscovered Economics of Everyday Life

Can economics be passionate? □ Can it center on people and what really matters to them day-in and day-out. □ And help us understand their hidden motives for why they do what they do in everyday life? Uri Gneezy and John List are revolutionaries. Their 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. But finding the right incentive can be like looking for a needle in a haystack. Gneezy and List's pioneering approach is to embed themselves in the factories, schools, communities, and offices where people work, live, and play. Then, through large-scale field experiments conducted □ in the wild, □ Gneezy and List observe people in their natural environments without them being aware that they are observed. Their randomized experiments have revealed ways to close the gap between rich and poor students; to stop the violence plaguing inner-city schools; to decipher whether women are really less competitive than men; to correctly price products and services; and to discover the real reasons why people discriminate. To get the answers, Gneezy and List boarded planes, helicopters, trains, and automobiles to embark on journeys from the foothills of Kilimanjaro to California wineries; from sultry northern India to the chilly streets of Chicago; from the playgrounds of schools in Israel to the boardrooms of some of the world's largest corporations. In The Why Axis, they

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take us along for the ride, and through engaging and colorful stories, present lessons with big payoffs. Their revelatory, startling, and urgent discoveries about how incentives really work are both revolutionary and immensely practical. This research will change both the way we think about and take action on big and little problems. Instead of relying on assumptions, we can find out, through evidence, what really works. Anyone working in business, politics, education, or philanthropy can use the approach Gneezy and List describe in *The Why Axis* to reach a deeper, nuanced understanding of human behavior, and a better understanding of what motivates people and why.

Can economics be passionate? Can it center on people and what really matters to them day-in and day-out? And help us understand their hidden motives for why they do what they do in everyday life? Uri Gneezy and John List are revolutionaries. Their 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. But finding the right incentive can be like looking for a needle in a haystack. Gneezy and List's pioneering approach is to embed themselves in the factories, schools, communities, and offices where people work, live, and play. Then, through large-scale field experiments conducted "in the wild," Gneezy and List observe people in their natural environments without them being aware that they are observed. Their randomized experiments have revealed ways to close the gap between rich and poor students; to stop the violence plaguing inner-city schools; to decipher whether women are really less competitive than men; to correctly price products and services; and to discover the real reasons why people discriminate. To get the answers, Gneezy and List boarded planes, helicopters, trains, and automobiles to embark on journeys from the foothills of Kilimanjaro to

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Two of *Forbes* magazine's "world's most powerful economists" provide the breakthrough ideas to challenge the assumptions of human decision-making. Can economics be passionate? Can it centre on people and what really matters to them? And can it help us understand why they do what they do in everyday life? Two revolutionary economists believe it can. In *The Why Axis*, Uri Gneezy and John List lead us on a journey to discover the economics underlying human motivation and how to structure the incentives that can get people to move mountains. Finding the right incentive can be like looking for a needle in a haystack, but Gneezy and List have pioneered an innovative approach to zeroing in on those needles. Like other economists, they gather data and build models, but then they go much, much further, embedding themselves in our messy world—the factories, schools, communities and offices where people live, work and play. Their goal: to discover solutions to the big, difficult problems, such as the gap between rich and poor, the violence plaguing inner city schools, why people really discriminate, and whether women are really less competitive than men. Their revelatory and startling discoveries about

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how incentives really work are both groundbreaking and immensely practical. This research will change the way we both think about and take action on big and little problems. Anyone working in business, politics, education or philanthropy can use the approach Gneezy and List describe in *The Why Axis* to reach a deeper, more nuanced understanding of human behaviour and a better grasp of what motivates people and why.

Based on groundbreaking original research, *The Why Axis* is a colourful examination of why people do what they do – and how effective incentives can spur people to change their behaviour and achieve more. Uri Gneezy and John List are a little like the anthropologists who spend months in the field studying people in their native environments. But rather than acting as impartial observers, these two intrepid economists have set out to study the ways people act in order to try to solve major problems in society, such as the gap between rich and poor students and the violence plaguing inner city schools; the real reasons people discriminate; and the continuing pay disparity between men and women. Their field experiments in the factories, communities, and shops where real people live, work, and play show how incentives can change outcomes. Their results will change the way you think about and take action on both small and large problems, and force us as a society to stop making assumptions and to rely instead upon the evidence of what really works.

A leading economist answers one of today's trickiest questions: Why do some great ideas make it big while others fail to take off? – Brilliant, practical, and grounded in the very latest research, this is by far

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the best book I've ever read on the how and why of scaling. Angela Duckworth, CEO of Character Lab and New York Times bestselling author of Grit "Scale" has become a favored buzzword in the startup world. But scale isn't just about accumulating more users or capturing more market share. It's about whether an idea that takes hold in a small group can do the same in a much larger one—whether you're growing a small business, rolling out a diversity and inclusion program, or delivering billions of doses of a vaccine. Translating an idea into widespread impact, says University of Chicago economist John A. List, depends on one thing only: whether it can achieve "high voltage"—the ability to be replicated at scale. In *The Voltage Effect*, List explains that scalable ideas share a common set of attributes, while any number of attributes can doom an unscalable idea. Drawing on his original research, as well as fascinating examples from the realms of business, policymaking, education, and public health, he identifies five measurable vital signs that a scalable idea must possess, and offers proven strategies for avoiding voltage drops and engineering voltage gains. You'll learn:

- How celebrity chef Jamie Oliver expanded his restaurant empire by focusing on scalable "ingredients" (until it collapsed because talent doesn't scale)
- Why the failure to detect false positives early on caused the Reagan-era drug-prevention program to backfire at scale
- How governments could deliver more services to more citizens if they focused on the last dollar spent
- How one education center leveraged positive spillovers to narrow the achievement gap across the entire community
- Why the right set of incentives, applied at scale, can boost voter turnout, increase clean energy use, encourage patients to consistently take their prescribed medication, and more.

By understanding the science of scaling, we can drive change in our schools, workplaces, communities, and society at large. Because a better world can only be built at scale.

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This textbook looks at decisions – how we make them, and what makes them good or bad. In this bestselling introduction, Erik Angner clearly lays out the theory of behavioral economics and explains the intuitions behind it. The book offers a rich tapestry of examples, exercises, and problems drawn from fields such as economics, management, marketing, political science, and public policy. It shows how to apply the principles of behavioral economics to improve your life and work – and to make the world a better place to boot. No advanced mathematics is required. This is an ideal textbook for students coming to behavioral economics from various fields. It can be used on its own in introductory courses, or in combination with other texts at advanced undergraduate and postgraduate levels. It is equally suitable for general readers who have been captivated by popular-science books on behavioral economics and want to know more about this intriguing subject. New to this Edition: - An updated chapter on behavioral policy and the nudge agenda. - Several new sections, for example on the economics of happiness. - Updated examples and exercises, with an expanded answer key - Refreshed ancillary resources make for a plug and play experience for instructors teaching behavioral economics for the first time.

Wall Street Journal Bestseller "The pick of 2014's management books." –Andrew Hill, Financial Times
"One of the top business books of the year." –Harvey Schacter, The Globe and Mail Bestselling author, Robert Sutton and Stanford colleague, Huggy Rao tackle a challenge that determines every organization's success: how to scale up farther, faster, and more effectively as an organization grows. Sutton and Rao have devoted much of the last decade to uncovering what it takes to build and uncover pockets of exemplary performance, to help spread them, and to keep recharging organizations with ever

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better work practices. Drawing on inside accounts and case studies and academic research from a wealth of industries-- including start-ups, pharmaceuticals, airlines, retail, financial services, high-tech, education, non-profits, government, and healthcare-- Sutton and Rao identify the key scaling challenges that confront every organization. They tackle the difficult trade-offs that organizations must make between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization or program expands. They reveal how the best leaders and teams develop, spread, and instill the right mindsets in their people-- rather than ruining or watering down the very things that have fueled successful growth in the past. They unpack the principles that help to cascade excellence throughout an organization, as well as show how to eliminate destructive beliefs and behaviors that will hold them back. *Scaling Up Excellence* is the first major business book devoted to this universal and vexing challenge and it is destined to become the standard bearer in the field.

Presenting an original global theory of culture, Girard explores the social function of violence and the mechanism of the social scapegoat. His vision is a challenge to conventional views of literature, anthropology, religion and psychoanalysis. Rene Gerard is the Andrew B. Hammond Professor Emeritus of French Language, Literature and Civilization at Stanford University, USA.

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