

Secrets Of The Moneylab How Understanding People Will Increase Your Profits

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Secrets of the Moneylab: How Behavioral Economics Can ...

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Secrets of the Moneylab: How Behavioral Economics Can Help Your Pocketbook, by Kay-Yut Chen and Marina Krakovsky

Secrets of the Moneylab | Psychology Today

Book Review: Secrets of the Moneylab: How Behavioral Economics Can Impact Your Business by Kay Yut Chen with Marina Krakovsky. Economics can be dry stuff – remember " macro, " " micro, " and supply/demand curves? Fortunately, Secrets of the Moneylab is a lot more fun than Econ 101 because it focuses not on theory but on how people really behave. Indeed, work done by behavioral economists has shown that predicting what people will do using the tools of traditional economics usually ...

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About Secrets of the Moneylab. Taking the findings of behavioral economics from the cocktail party to the boardroom. Experimental economist Kay-Yut Chen leads an economics lab at Hewlett-Packard-the first of its kind at any company. His groundbreaking research into human behavior has turned into tangible results for HP.

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Secrets of the Moneylab sets out what business can learn from the findings of the new economics and social psychology. It shows how you can shape desires, use incentives and reduce risks to consistently improve the bottom line. In his experimental lab at Hewlett-Packard, chief economist Kay-Yut Chen is running groundbreaking research into human behaviour.