

Misbehaving: La Nascita Dell'economia Comportamentale (Einaudi Passaggi)

****Reveals the long view from an icon who, with age, has added wisdom to his list of accomplishments
**Messner climbing firsts: the world’s fourteen peaks taller than 8000 meters; Everest solo; Everest without supplemental oxygen
**Author of more than 60 books
Reinhold Messner: My Life at the Limit, the newest book by the famed mountaineer, is a conversation between Messner and interviewer Thomas Hüetlin, an award-winning German journalist. It reveals a more thoughtful and conversational Messner than one finds in his previous books, with the “talk” between Messner and Hüetlin covering not only the highlights of Messner’s climbing career, but also his treks across Tibet, the Gobi, and Antarctica; his five-year-stint as a member of the European Parliament; his encounter with and study of the yeti; his thoughts on traditional male/female roles; and much more. Readers learn about Messner’s childhood, his thoughts about eating ice cream with girls (against), politics (mostly liberal), and his technique for killing chickens (sharp scissors). Messner is known as one of history’s greatest Himalayan mountaineers, a man who pushed back the frontiers of the possible for a whole generation of climbers. While the interest in My Life at the Limit is that it exposes much more of the man than his climbing career, that career is still utterly remarkable—and Mountaineers Books is proud to present this book, which is core to our mission, to audiences across North America.
For a limited time, donors to our Legends and Lore series will receive a signed copy of My Life at the Limit. Click here > to learn more.**

Standard economics theory is built on the assumption that human beings act rationally in their own self interest. But if rationality is such a reliable factor, why do economic models so often fail to predict market behavior accurately? According to Richard Thaler, the shortcomings of the standard approach arise from its failure to take into account systematic mental biases that color all human judgments and decisions.

Mediterranean Capitalism Revisited brings together leading experts on the political economies of southern Europe—specifically Greece, Italy, Spain, and Portugal—to closely analyze and explain the primary socioeconomic and institutional features that define "Mediterranean capitalism" within the wider European context. These economies share a number of features, most notably their difficulties to provide viable answers to the challenge of globalization. By examining and comparing such components as welfare, education and innovation policies, cultural dimensions, and labor market regulation, Mediterranean Capitalism Revisited attends to both commonalities and divergences between the four countries, identifying the main reasons behind the poor performance of their economies and slow recovery from the Great Recession of 2007–2008. This volume also sheds light on the process of diversification among the four countries and addresses whether it did and still does make sense to speak of a uniquely Mediterranean model of capitalism. Contributors: Alexandre Afonso, Leiden University; Lucio Baccaro, Max Planck Institute for the Study of Societies; Rui Branco, NOVA University of Lisbon; Fabio Bulfone, Max Planck Institute for the Study of Societies; Giliberto Capano, University of Bologna; Sabrina Colombo, University of Milan; Lisa Dorigatti, University of Milan; Ana M. Guillén, University of Oviedo; Matteo Jessoula, University of Milan; Andrea Lippi, University of Florence; Manos Matsaganis, Polytechnic University of Milan; Oscar Molina, Autonomous University of Barcelona; Manuela Moschella, Scuola Normale Superiore; Sofia A. Pérez, Boston University; Gemma Scalise, University of Bergamo; Arianna Tassinari, Max Planck Institute for the Study of Societies.

Fifty of today’s most prominent social psychologists describe their scholarship, focusing on the human and personal side of the "life of the mind." Each author spotlights his or her least appreciated work, and discusses theory, methods, findings, or application. The contributors also use this opportunity to provide the context behind their work. Some authors describe their mentors, the influential figures who led them to certain areas of research. Others offer advice to young researchers who are just entering the field and who can learn from their predecessors' mistakes and miscalculations. These contributors address issues like how to prepare for, and make the most of, a professorship in a liberal arts college context, and how to frame a research question, title an article, handle a controversy, pursue a passion, devise a method, think about a meta-analysis, and write persuasively. Still others discuss what makes their research important to them and to the field, describing the impact of their work on their own future research agendas. In fifty engaging and succinct essays, these eminent psychologists pull back the curtain on their professional lives. Their stories are personal and touch on relationships, passion for ideas, and the emotional highs and lows of academic life. This book is a truly unique glimpse behind scenes of social psychology and the people who have advanced the field.

Decidere è una scommessa

The Economics of European Integration

Naked Wine

Misbehaving, La nascita dell'economia comportamentale

The Birth of Intersubjectivity: Psychodynamics, Neurobiology, and the Self

Reinhold Messner My Life at the - ebook

Nudge

La complessità sociale determinata dallo sviluppo di una società globale dove i confini diventano quasi indefiniti, ha portato grandi sfide per la piccola e media impresa, in generale per tutti gli imprenditori/professionisti. La differenziazione e il successo di ogni attività avviene grazie alla capacità di comunicare l'unicità della Persona. Tutto questo è possibile dopo aver sviluppato la relazione con noi stessi per far emergere il proprio modo di essere fatto di valori e convinzioni. Di conseguenza si sarà in grado di creare relazioni significative con i clienti ma anche con altri professionisti o imprenditori. E dimostrato che quando due menti si uniscono, creano sempre una terza forza, intangibile e invisibile, che possiamo paragonare a una terza mente, superiore. È quello che avviene nei Mastermind Group dove gruppi di persone si incontrano periodicamente in uno spirito di armonia, per discutere e aiutarsi a vicenda a realizzare il proprio progetto imprenditoriale, e favorire la propria crescita personale. In questo modo recuperiamo le relazioni umane come leva strategica per creare sinergie efficaci. Le relazioni favoriscono lo sviluppo personale e professionale di ognuno.

Naked wine is wine stripped down to its basics -- wine as it was meant to be: wholesome, exciting, provocative, living, sensual, and pure. Naked, or natural, wine is the opposite of most New World wines today: Alice Feiring calls them -- overripe, over-manipulated, and overblown -- and makes her case that good (and possibly great) wine can still be made, if only winemakers would listen more to nature and less to marketers, and stop using additives and chemicals. But letting wine make itself is harder than it seems. Three years ago, Feiring answered a dare to try her hand at natural winemaking. In Naked Wine, she details her adventure -- sometimes calm, sometimes wild, always revealing -- and peers into the nooks and crannies of today's exciting, new (but centuries-old) world of natural wine.

Ci stiamo ormai abituando a sopravvivere in un contesto di difficoltà permanente: ambientale, economica, finanziaria e anche sanitaria. Crisi di ogni tipo si susseguono senza sosta. Questo accade perché il modello - sociale, economico, culturale - è degenerato, diventando incontrollabile. Un circolo vizioso collega la speculazione finanziaria alla mancanza di lavoro, i problemi economici ai disastri climatici, l'inquinamento alla diffusione di malattie ed epidemie. A causare tutto questo è la crisi dei valori dell'ultimo capitalismo. L'etica dell'efficienza produttiva e finanziaria, che ha determinato decenni di crescita economica e ha consentito l'accesso alla conoscenza e allo sviluppo sociale per larghe fasce della popolazione, non è più in grado di svolgere la sua funzione. Questo modello nel corso del tempo ha tolto centralità all'uomo, sostituendolo con il denaro e poi con le tecnologie. L'unica via d'uscita è rifondare la società su basi etiche diverse: non è possibile rimanere sani in un mondo malato.

From the Nobel Prize-winning author of Thinking, Fast and Slow and the coauthor of Nudge, a revolutionary exploration of why people make bad judgments and how to make better ones—"a tour de force" (New York Times). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is handling customer complaints, the resolution depends on who happens to answer the phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In Noise, Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein show the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-based insights that made Thinking, Fast and Slow and Nudge groundbreaking New York Times bestsellers, Noise explains how and why humans are so susceptible to noise in judgment—and what we can do about it.

The Persuasion Code

La grande alienazione

The Burden of a Binary Brain in a Complex World

Letting Grapes Do What Comes Naturally

On the Political Forms of Globalization

Most Underappreciated

La tenaglia magistrati-economisti sui cittadini

This book to present a cancise, cogent comprehensive and critical exposition of the varied techniques employed in social research and the methodogical bases underlying them. This book to present a cancise, cogent comprehensive and critical exposition of the varied techniques employed in social research and the methodogical bases underlying them. The book is, therefore, likely to be useful to students of social science in general and of Sociology in particular, who are engaged in post-graduate or predoctoral studies. Consequently especial efforts have been made to make the contents of the book.

The completely updated, final edition of the global bestseller - one of the most influential books of the 21st century 'Few books can be said to have changed the world, but Nudge did. The Final Edition is marvellous: funny, useful, and wise' Daniel Kahneman Nudge has transformed the way individuals, companies and governments look at the world - and in the process has become one of the most important books of the twenty-first century. This completely updated edition offers a wealth of new insights for fans and newcomers alike - about COVID-19, diet, personal finance, retirement savings, medical care, organ donation, and climate change. Every day we make decisions: about the things we buy or the meals we eat; about the investments we make and the time we spend; about our health and that of the planet. Unfortunately, we often choose badly. We are all susceptible to biases that can lead us to make bad decisions that make us poorer, less healthy and less happy. And, as Richard Thaler and Cass Sunstein show, no choice is ever presented to us in a neutral way. But by knowing how people think, we can make it easier for them to choose what is best for themselves, for their families and for society. With brilliant insight and wonderful levity, Thaler and Sunstein demonstrate how best to nudge us in the right directions, without ever restricting our freedom of choice.

In Warren Buffett. Dentro la mente del migliore investitore al mondo Robert Hagstrom conduce un'analisi inedita sulla saggezza dell'oracolo di Omaha e sul suo pensiero. Celebre per i suoi esami approfonditi sui metodi di investimento di Buffett, in questo libro Hagstrom risponde a una domanda molto più ampia: da dove derivano quei metodi? Ripercorrendo le molteplici influenze sul pensiero del grande investitore, Hagstrom descrive una visione del mondo complessa e ricca di sfumature, che si riflette non solo nella pratica degli investimenti ma anche nelle altre sfere dell'agire umano. Lo stesso Buffett ha dato un nome memorabile a questa mentalità: la "Money Mind". Che cos'è di preciso una Money Mind? A livello basilare è un modo di pensare alle grandi questioni finanziarie, per esempio l'allocazione dei capitali. A un livello successivo è la mentalità necessaria per investire con successo nel dinamico mercato azionario di oggi, che richiede la volontà di imparare, la capacità di adattarsi e di non dar retta al rumore di fondo. A un livello ancora ulteriore è un ampio costruito filosofico ed etico, che ci dice molto sulla persona a cui lo applichiamo: chi ha una Money Mind è una persona che ha ottime probabilità di avere successo in molti aspetti della vita, compresi gli investimenti. Questo non è un libro sul metodo. È un libro sul pensiero di Warren Buffett. Esamina una serie di correnti filosofiche - individualismo, stoicismo, razionalismo e pragmatismo - e i loro contributi alle decisioni di un investitore intelligente. Ripercorre inoltre l'evoluzione del value investing, spiega come si sviluppa una mentalità "business-driven" e descrive i tratti imprescindibili di una gestione attiva di successo del proprio portafoglio. In sintesi, è un libro che aiuta i lettori a comprendere i mattoni che edificano una Money Mind, affinché possano iniziare ad applicare gli stessi principi al servizio di una vita che abbia valore.

Quando esprimiamo un giudizio o facciamo una scelta, si tratti di un acquisto, di un investimento o di come riuscire a risparmiare, non siamo sempre "razionali". Le trappole in cui cadiamo, come hanno dimostrato decenni di ricerche condotte dagli psicologi cognitivi, sono i bias, i pregiudizi, che qui vengono smascherati e descritti l'uno dopo l'altro, dall'eccesso di fiducia (in cui si attribuisce un peso eccessivo a una propria convinzione), al bias di conferma (in cui si propende per la decisione che avvalora quanto pensavamo senza considerare le possibili alternative), alla trappola dello status quo (in cui si predilige una decisione che non smuova le acque). L'analisi di Sibony risulterà preziosa per tutti noi che dobbiamo effettuare scelte, ma lo sarà ancora di più per amministratori delegati e alti dirigenti che ne saranno sorpresi, spiazzati e anche divertiti, e magari ci si riconosceranno un po'. Brillante, pieno di storie vivide e di grandi lezioni, questo libro è una piacevolissima guida a un processo decisionale assennato, nel business e nella vita quotidiana.

A Little History of Economics

The Final Edition

The Girl without Skin

Quasi Rational Economics

From Cinema to the Digital Revolution

The Winner’s Curse

The Perils of Perception

Da secoli la fiducia nell’autorità e nel prossimo è un decisivo collante sociale e il funzionamento dellasocietà si basa sul fidarsi l’un l’altro degli esseri umani: guardiamo con sospetto il politico (disonesto?), il banchiere (ladro?) e lo scienziato (ciarlatano?), ma alla fine votiamo, investiamo, prendiamo le medicine. Ma nell’epoca dell’infodemia, della pseudoscienza social e delle fake news, com’è possibile fidarsi? E di chi? Con la rabbia prima e il distanziamento sociale poi,anche il prossimo è un untore, un estraneo di cui diffidare. Antonio Sgobba ricostruisce la storia e la filosofia della fiducia nel passato e ne descrive il mutamento, per capire cosa ne sarà in futuro: come combineremo legittimo sospetto e autorità? Di chi ci potremo fidare per distinguere informazioni accurate e bufale? Torneremo mai ad aver fiducia nel prossimo?

Devono le leggi economiche dominare i rapporti sociali? Nell’ambito di questo dilemma, nella ricerca di un equilibrio, si muove il presente lavoro. Due sono i pilastri su cui esso si fonda: argomenti e temi giuridici da un lato, che, però, hanno anche un impatto economico, e, dall’altro, la pretesa di egemonia del dato economico su ogni altro valore. Pretesa molte volte ammantata di scientificità, che travolge i rapporti reciproci, influenza il caos delle stesse pronunce giudiziali e il caos normativo, rendendo incerto il destino delle persone. “Per aver paura dei magistrati non bisogna essere necessariamente colpevoli (ma anche con gli economisti non si scherza)” ironizza l’autore, e in questo importante saggio, per contenuti e dimensioni, con garbo e autorevolezza ci spiega chiaramente il perché. Francesco Felis è nato ad Albenga (SV) nel 1957. Vive a Genova dal 1967, dove si è laureato in Giurisprudenza con 110 e lode nel 1982. È notaio dal 1988. Autore di molteplici pubblicazioni, giuridiche e non, è intervenuto a diversi convegni giuridici e politici.

Not Sure What the Future Holds? No Problem. It's hard not to be worried about the future, especially if you just lost your job, are trying to plan your career, or are suddenly missing thousands of dollars from your retirement account. In Optionality, finance journalist Richard Meadows lays out a guide for not only becoming resilient to shocks, but positioning yourself to profit from an unpredictable world. Meadows takes us on a journey from quitting his office job at age 25, to lounging on tropical beaches living the early retirement dream, to finding and adopting an ancient philosophy for systematically pursuing the good life. Learn how to: • Find investment opportunities with open-ended upside, and maximise the chances of a 'moonshot' success • Make life-changing choices under conditions of uncertainty • Achieve the kind of financial freedom that lets you live life on your own terms • Protect against disaster, build support networks, and create a safety buffer of resilience in every area of life • Develop a systems approach to making your own luck Optionality is the key to navigating an uncertain world. In this entertaining and insightful debut, Meadows delivers a timely message: optionality has never been so valuable, and only those who have it will survive and thrive.

Winner of the Nobel Memorial Prize in Economic Sciences Richard Thaler challenges the received economic wisdom by revealing many of the paradoxes that abound even in the most painstakingly constructed transactions. He presents literate, challenging, and often funny examples of such anomalies as why the winners at auctions are often the real losers—they pay too much and suffer the "winner's curse"—why gamblers bet on long shots at the end of a losing day, why shoppers will save on one appliance only to pass up the identical savings on another, and why sports fans who wouldn't pay more than \$200 for a Super Bowl ticket wouldn't sell one they own for less than \$400. He also demonstrates that markets do not always operate with the traplike efficiency we impute to them.

Noise

How to Survive and Thrive in a Volatile World

Stai per commettere un terribile errore!

Civil Economy

Optionality

Sbagliando non si impara

Manuale di neuromarketing

Game Theory, Logic, and Human Frailty

INSTANT NEW YORK TIMES BESTSELLER “One of the most important books I’ve ever read—an indispensable guide to thinking clearly about the world.” - Bill Gates “Hans Rosling tells the story of ‘the secret silent miracle of human progress’ as only he can. But *Factfulness* does much more than that. It also explains why progress is so often secret and silent and teaches readers how to see it clearly.” —Melinda Gates “*Factfulness* by Hans Rosling, an outstanding international public health expert, is a hopeful book about the potential for human progress when we work off facts rather than our inherent biases.” - Former U.S. President Barack Obama *Factfulness: The stress-reducing habit of only carrying opinions for which you have strong supporting facts. When asked simple questions about global trends—what percentage of the world’s population live in poverty; why the world’s population is increasing; how many girls finish school—we systematically get the answers wrong. So wrong that a chimpanzee choosing answers at random will consistently outguess teachers, journalists, Nobel laureates, and investment bankers. In *Factfulness*, Professor of International Health and global TED phenomenon Hans Rosling, together with his two long-time collaborators, Anna and Ola, offers a radical new explanation of why this happens. They reveal the ten instincts that distort our perspective—from our tendency to divide the world into two camps (usually some version of us and them) to the way we consume media (where fear rules) to how we perceive progress (believing that most things are getting worse). Our problem is that we don’t know what we don’t know, and even our guesses are informed by unconscious and predictable biases. It turns out that the world, for all its imperfections, is in a much better state than we might think. That doesn’t mean there aren’t real concerns. But when we worry about everything all the time instead of embracing a worldview based on facts, we can lose our ability to focus on the things that threaten us most. Inspiring and revelatory, filled with lively anecdotes and moving stories, *Factfulness* is an urgent and essential book that will change the way you see the world and empower you to respond to the crises and opportunities of the future. --- “This book is my last battle in my life-long mission to fight devastating ignorance...Previously I armed myself with huge data sets, eye-opening software, an energetic learning style and a Swedish bayonet for sword-swallowing. It wasn’t enough. But I hope this book will be.” Hans Rosling, February 2017.*

The Persuasion Code Capture, convince, and close—scientifically Most of your attempts to persuade are doomed to fail because the brains of your audience automatically reject messages that disrupt their attention. This book makes the complex science of persuasion simple. Learn to develop better marketing and sales messages based on a scientific model; NeuroMap™. Regardless of your level of expertise in marketing, neuromarketing, neuroscience or psychology: The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime will make your personal and business lives more successful by unveiling a credible and practical approach towards creating a breakthrough persuasion strategy. This book will satisfy your interest in neuromarketing, scientific persuasion, sales, advertising effectiveness, website conversion, marketing strategy and sales presentations. It’ll teach you the value of the award-winning persuasion model NeuroMap™ : the only model based on the science of how your customers use their brain to make any decision including a buying decision. You will appreciate why this scientific approach has helped hundreds of companies and thousands of executives achieve remarkable results. Written by the founders of SalesBrain who pioneered the field of neuromarketing SalesBrain has trained more than 100,000 executives worldwide including over 15,000 CEO Includes guidance for creating your own neuromarketing plan Advance your business or career by creating persuasive messages based on the working principle of the brain.

Sessantotto pedagogico

Come evitare le trappole del pensiero

Narciso, Pigmalione, Prometeo e il tecno-capitalismo