



Social Psychology and Economics (The Society for Judgment and Decision Making Series)

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This book combines chapters written by leading social psychologists and economists, illuminating the developing trends in explaining and understanding economic behavior in a social world.

It provides insights from both fields, communicated by eloquent scholars, and demonstrates through recent research and theory how economic behaviors may be more effectively examined using a combination of both fields.

Social Psychology and Economics comes at a particularly fitting time, as a psychological approach to economics has begun to flourish in recent years, and papers exploring the intersection of these two disciplines have appeared in peer-reviewed journals, opening a dynamic dialogue between previously separated fields.

This volume, the first in the *Society for Judgment and Decision Making Series* since acquired by Psychology Press, includes chapters by economists and psychologists. It addresses a variety of economic phenomena within a social context, such as scarcity and materialism, emphasizing the importance of integrating social psychology and economics.

Social Psychology and Economics is arranged in seven parts that discuss:

- an introduction to the topic;
- preferences, utility, and choice;
- emotions;
- reciprocity, cooperation, and fairness;
- social distance;
- challenges to social psychology and economics; and
- collaborative reflections and projections.

The market for this book is students, researchers, and professionals in the disciplines of economics, psychology, business, and behavioral decision making. Graduate students and upper-level undergraduate students will consider it a useful supplemental text.

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