



Universität  
Basel

Wirtschaftswissenschaftliche  
Fakultät



## Behavioral Science

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### Literature

- Daniel Kahneman (originally published in 2011). *Thinking Fast and Slow*. English version. You will need your own copy of this book. We will only use the original English hardcopy version and I will not provide page numbers to alternative versions.
- All other readings will be available via ADAM.
- The research I lecture on is referenced on the slides, allowing you to read more if you wish to elaborate beyond the above readings.

### Optional readings:

- An excellent resource to have, but not needed for the course, is Jonathan Baron's *Thinking and Deciding* (2007), 4th Edition, Cambridge University Press.
- The *Undoing Project* by journalist Michael Lewis is a suspenseful biography of Kahneman and Tversky that also gives a very accurate account of their research. It provides you with context that can give you a deeper