

## Applying Behavioural Sciences To Eu Policy Making

Financial markets are complex. Regulators strive to predict ways in which they can malfunction and create rules to prevent this from happening, yet behavioural impacts are often overlooked. This book explores how behavioural finance can go hand-in-hand with traditional methods to help banks and regulators create better policies. It also demonstrates how the behavioural finance revolution has opened the way to a more integrated approach to the analysis of economic phenomena.

This unique book offers a timely analysis of the impact of rapidly advancing knowledge about the brain, mind and behaviour on contemporary public policy and practice. It analyses the global spread of research agendas, policy experiments and everyday practice informed by 'brain culture'.

Includes bibliographical references and index.

This report discusses the use and reach of behavioural insights, drawing on a comprehensive collection of over 100 applications across the world and policy sectors.

This anthology highlights the theoretical foundations as well as the various applications of Behavioural Law and Economics in European legal culture. By the same token, it fosters the dialogue between European and American Law and Economics scholars. The traditional neo-classical microeconomic theory explains human behaviour by using Rational Choice. According to this model, people tend to maximize the difference between expected utility and cost ('expected utility theory'). This theory includes three assumptions: (1) unbounded rationality, (2) unbounded self-interest and (3) unbounded willpower. Behavioural Economics questions these assumptions and endeavours to render economic analysis more realistic by underpinning it with psychological insights. In recent years, the influence of Behavioural Economics on the Economic Analysis of Law has gained momentum. Behavioural Law and Economics generates a better theoretical understanding of legal phenomena and offers a multitude of applications in legislation and legal adjudication. This volume is testament to the growing and thriving Law and Economics movement in Europe. The European Law and Economics community has steadily grown and the yearly Law and Economics Conference at the law faculty of the University of Lucerne has successfully become a guiding star in the vast sky of Law and Economics.

This book analyses EU food law from a regulatory, economic and managerial perspective. It presents an economic assessment of strategies of food safety regulation, and discusses the different regulatory regimes in EU food law. It examines the challenges of food safety in the internal market as well as the regulatory tools that are available. The book's generic theorising and measurement of regulatory effects is supplemented by detailed analysis of key topics in food markets, such as health claims, enforcement strategies, and induced risk management at the level of the organizations producing food. The regulatory effects discussed in the book range from classical regulatory analysis covering e.g. effects of ex-ante versus ex-post regulation and content-related versus information-related regulation to new regulatory options such as behavioral regulation. The book takes as its premise the idea that economic considerations are basic to the design and functioning of the European food supply area, and that economic effects consolidate or induce modification of the present legal structures and principles. The assessments, analyses and examination of the various issues presented in the book serve to answer the question of how economic theory and practice can explain and enhance the shaping and modification of the regulatory framework that fosters safe and sustainable food supply chains. ? ?

The spate of mis-selling episodes that have plagued the financial services industries in recent years has caused widespread detriment to investors. Notwithstanding numerous regulatory interventions, curtailing the incidence of poor investment advice remains a challenge for regulators, particularly because these measures are taken in a 'fire-fighting' fashion without adequate consideration being given to the root causes of mis-selling. Against this backdrop, this book focuses on the sale of complex investment products to corporate retail investors by drawing upon the widespread mis-selling of interest rate hedging products (IRHP) in the UK and beyond. It brings to the fore the relatively understudied field concerning the different degrees of investor protection mechanisms applicable to individual retail investors – as opposed to corporate retail investors – by taking stock of past regulatory reforms and forthcoming regulatory initiatives as well as, more importantly, the conclusions reached by the judiciary in IRHP mis-selling claims. The conclusions are particularly interesting: corporate retail investors are in a vulnerable position when compared to individual retail investors. The former are exposed to a heightened risk of mis-selling, meaning that regulatory intervention should be targeted accordingly. The recommendations made as a result of these findings are further supported by insights emerging from behavioural law and economic theories. This book is aimed at researchers, lawyers and students with an interest in the financial regulation field who are keen to explore potential regulatory reforms to the investment services regime that address the root causes of mis-selling, and restore a level playing field amongst all retail investors.

This paper describes how behavioral elements are relevant to financial supervision, regulation, and central banking. It focuses on (1) behavioral effects of norms (social, legal, and market); (2) behavior of others (internalization, identification, and compliance); and (3) psychological biases. It stresses that financial supervisors, regulators, and central banks have not yet realized the full potential that these behavioral elements hold. To do so, they need to devise a behavioral approach that includes aspects relating to individual and group behavior. The paper provides case examples of experiments with such an approach, including behavioral supervision. Finally, it highlights areas for further research.

[Shaping Policy Through Neuroscience](#)

[Interpretive Approaches to the EU](#)

[Handbook of Research on Global Competitive Advantage through Innovation and Entrepreneurship](#)

[ECRM2012-Proceedings of the 11th European Conference on Research Methods](#)

[Tackling Environmental Problems with the Help of Behavioural Insights](#)

[Competition and Stability in Banking](#)

[Regulatory Policy and Behavioural Economics](#)

[Handbook of Research on Corporate Restructuring and Globalization](#)

[A Legal/Economic Perspective](#)

[Nudge and the Law](#)

[Lessons from Around the World](#)

Behavioural change has become a core issue of public policy. Behavioural instruments such as 'nudging' apply insights from behavioural economics and behavioural sciences, psychology and neurosciences across a broad range of policy areas. Behavioural insights teams and networks facilitate the global spread of behavioural public policies. Despite an ever-growing amount of literature, research has remained fragmented. This comprehensive Handbook unites interdisciplinary scholarship, with contributions critically assessing the state and direction of behavioural public policies, their normative implications and political consequences.

A growing body of EU law and regulation is preoccupied with the protection of EU citizens from health and environmental risks. Which chemicals are safe and should be allowed on the market? How should the EU respond to public health emergencies, such as Ebola and other infectious diseases? Regulatory responses to these questions confront deep uncertainty, limited knowledge and societal contestation. In a time where the use of scientific expertise in EU policy-making is particularly contested, this book offers a timely contribution to both the academic and policy debate on the role of specialised expertise in EU public decision-making on risk and technology as well as on its intertwining with executive power. It draws on insights from law, governance, political sciences, and science and technology studies, bringing together leading scholars in this field. Contributions are drawn together by a shared theoretical perspective, namely by their use of co-production as an analytical lens to study the intricate interplay between techno-scientific expertise and EU executive power. By so doing, this collection produces highly original insights into the development of the EU administrative state, as well as into the role of regulatory science in its construction. This book will be useful to scholars, practitioners, and policy-makers working on risk regulation and the role of expertise in public decision-making.

A distinguished economist examines competition, regulation, and stability in today's global banks Does too much competition in banking hurt society? What policies can best protect and stabilize banking without stifling it? Institutional responses to such questions have evolved over time, from interventionist regulatory control after the Great Depression to the liberalization policies that started in the United States in the 1970s. The global financial crisis of 2007-2009, which originated from an oversupply of credit, once again raised questions about excessive banking competition and what should be done about it. Competition and Stability in Banking addresses the critical relationships between competition, regulation, and stability, and the implications of coordinating banking regulations with competition policies. Xavier Vives argues that while competition is not responsible for fragility in banking, there are trade-offs between competition and stability. Well-designed regulations would alleviate these trade-offs but not eliminate them, and the specificity of competition in banking should be accounted for. Vives argues that regulation and competition policy should be coordinated, with tighter prudential requirements in more competitive situations, but he also shows that supervisory and competition authorities should stand separate from each other, each pursuing its own objective. Vives reviews the theory and empirics of banking competition, drawing on up-to-date analysis that incorporates the characteristics of modern market-based banking, and he looks at regulation, competition policies, and crisis interventions in Europe and the United States, as well as in emerging economies. Focusing on why banking competition policies are necessary, Competition and Stability in Banking examines regulation's impact on the industry's efficiency and effectiveness.

The success of nearly all public- and private- sector policies hinges on the behavior of individuals, groups, and organizations. Today, such behaviors are better understood than ever, thanks to a growing body of practical behavioral science research. However, policymakers often are unaware of behavioral science findings that may help them craft and execute more effective and efficient policies. The pages of this new journal will become a meeting ground: a place where scientists and non-scientists can encounter clearly described behavioral research that can be put into action. By design, the scope of BSP is broad, with topics spanning health care, financial decisionmaking, energy and the environment, education and culture, justice and ethics, and work place practices. Contributions will be made by researchers with expertise in psychology, sociology, law, behavioral economics, organization science, decision science, and marketing. The journal is a key offering of the Behavioral Science & Policy Association in partnership with the Brookings Institution. The mission of BSPA is to foster dialog between social scientists, policymakers, and other practitioners in order to promote the application of rigorous empirical behavioral science in ways that serve the public interest. BSPA does not advance a particular agenda or political perspective. The first issue's contents follow.

Behavioral Science & Policy, vol. 2, no. 2 Contents: Evidence as a Tool for Racial Justice: An Introduction to Field Work with Police, Phillip Goff The Costs of Poor Health Plan Choice and Prescriptions for Reform, Saurabh Bhargava, George Loewenstein, and Shlomo Benartzi Using Identity-Based Motivation to Reduce Health Gaps and Disparities, Daphna Oyserman and Neil A. Lewis, Jr We Need Your Help: How Behavioral Sciences Can Help Address Five Major Economic Problems, Jason Furman SBST PAPERS Combating Biased Decision Making and Unequal Treatment Justice Behavioral Science Tools for Energy and Environmental Policy Using Organizational Science Research to Address U.S. Federal Agencies' Management and Labor Needs Policy Applications of Behavioral Insights to Household Financial Decision-Making Behavioral Science and Education Using Behavioral Science to Promote International Development Increasing Benefits and Reducing Costs to Society of Technological Innovations Behavioral Insights for Health Care Policy

Uniting theoretical bases and advancements in practice, the Routledge Handbook of Policy Design brings together leading experts in the academic field of policy design in a pioneering effort of scholarship. Each chapter provides a multi-topic overview of the state of knowledge on how, why, where or when policies are designed and how such designs can be improved. These experts address how a new emphasis on effective policy design has re-emerged in public policy studies in recent years and clarify the role of historical policy research on biopolitics in recent years has been characterized by two tendencies: the increasingly sophisticated theoretical engagement with the idea of power over and the government of life that both elaborated and challenged the Foucauldian canon (e.g. the work of Giorgio Agamben, Antonio Negri, Roberto Esposito and Paolo Virno) and the detailed and empirically rich investigation of the concrete practices of other (social) sciences? What sort of methods do we need to study law in its social context and how should legal scholarship deal with the challenges posed by globalization?

Proceedings of the 11th European Conference on Research Methods in Bolton, UK, on 28-29 June 2011

Knowing Governance sets out to understand governance through the design and making of its models and instruments. What kinds of knowledge do they require and reproduce? How are new understandings of governance produced in practice, by scientists and policy makers and by the publics with whom they engage?

In Rethinking EU Consumer Law, the authors analyse the development of EU consumer law on the basis of a number of clear themes, which are then traced through specific areas. Recurring themes include the artificiality of the EU's consumer image, the problems created by the drive towards maximum harmonisation, and the unexpected effects EU Consumer Law has had on national law. The book argues that EU Consumer Law has the potential of enhancing the protecting of consumers throughout the EU and could offer a model for consumer law elsewhere in the world, but in order to unlock this potential, there needs to be a rethink with regard to the EU's approach to consumer law and policy.

[Handbook of Sustainability Science and Research](#)

[A Behavioral Approach to Financial Supervision, Regulation, and Central Banking](#)

[Handbook of Behavioural Change and Public Policy](#)

[OECD Public Governance Reviews Behavioural Insights for Public Integrity Harnessing the Human Factor to Counter Corruption](#)

[Beyond Behaviour Change](#)

[European Perspectives on Behavioural Law and Economics](#)

[Behavioural Insights and Public Policy Lessons from Around the World](#)

[The Role of Regulation and Competition Policy](#)

[Financial Education and Risk Literacy](#)

[ECRM 2012](#)

[Regulating Risks in the European Union](#)

[Rethinking Legal Scholarship](#)

At the core of integrity is a human choice. Behavioural research reveals two determinants of integrity: the internal dynamics of how individuals make moral decisions and how these decisions are shaped and influenced by other people. This report describes how behavioural insights can help make ...

This reflective book explores how the design of financial education programmes could benefit from the findings of behavioural economics and finance and cognitive sciences. It covers the social, cultural and technological determinants of financial education, the role of the banking system in promoting financial literacy, and how governments and regulatory authorities are dealing with financial education programmes in schools.

Although American scholars sometimes consider European legal scholarship as old-fashioned and inward-looking and Europeans often perceive American legal scholarship as amateur social science, both traditions share a joint challenge. If legal scholarship becomes too much separated from practice, legal scholars will ultimately make themselves superfluous. If legal scholars, on the other hand, ca disciplines what is academic about their research, which methodologies are typical, and what separates proper research from mediocre or poor research, they will probably end up in a similar situation. Therefore we need a debate on what unites legal academics on both sides of the Atlantic. Should legal scholarship aspire to the status of a science and gradually adopt more and more of the methods and practices of other (social) sciences? What sort of methods do we need to study law in its social context and how should legal scholarship deal with the challenges posed by globalization?

The problematic of biopolitics has become increasingly important in the social sciences. Inaugurated by Michel Foucault's genealogical research on the governance of sexuality, crime and mental illness in modern Europe, the research on biopolitics has developed into a broader interdisciplinary orientation, addressing the rationalities of power over living beings in diverse spatial and temporal contexts. The research on biopolitics in recent years has been characterized by two tendencies: the increasingly sophisticated theoretical engagement with the idea of power over and the government of life that both elaborated and challenged the Foucauldian canon (e.g. the work of Giorgio Agamben, Antonio Negri, Roberto Esposito and Paolo Virno) and the detailed and empirically rich investigation of the concrete practices of other (social) sciences. Unfortunately, the two tendencies have often developed in isolation from each other, resulting in the presence of at least two debates on biopolitics: the historico-philosophical and the empirical one. This Handbook brings these two debates together, combining theoretical sophistication and empirical rigour. The volume is divided into five sections. While the first two and contemporary theoretical debates on it, the remaining three comprise the prime sites of contemporary interdisciplinary research on biopolitics: economy, security and technology. Featuring previously unpublished articles by the leading scholars in the field, this wide-ranging and accessible companion will both serve as an introduction to the diverse research on biopolitics for undergraduate students and audiences interested in the current state of the art in biopolitics studies.

Remin Chinese Law Review, Volume 4 is the fourth work in a series of annual volumes on contemporary Chinese law, which bring together the work of recognized scholars from China, offering a window on current legal research in China.

Behavioural sciences help refine our understanding of human decision-making. Their insights are immensely relevant for policy-making since public intervention works much better when it targets real people rather than imaginary beings assumed to be perfectly rational. Increasingly, governments around the world are taking on these insights for reshaping public interventions in a wide range of health, financial services and other areas. This Handbook covers the accounts, by practitioners and observers, of the ways in which policy is formed around problems, how these problems are recognized and understood, and how diverse participants come to be involved in addressing them. H.K. Colebatch and Robert Hoppe draw together a range of original contributions from experts in the field to illuminate the ways in which policies are formed and how they shape the process of governing.

While acquisitions and expansion strategies are understood as exciting in the business world, contraction activities are received less enthusiastically. Nevertheless, portfolio restructuring constitutes a strategic tool to increase the strategic focus of firms and achieve economies of scale and an efficient control of multiple business units. This restructuring thus has distinct implications for companies.

Research on Corporate Restructuring and Globalization provides emerging research on the theoretical infrastructure for portfolio restructuring in a single piece of work and explores important topics in the field including the implications on foreign and domestic units and the degree to which increasing globalization influences restructuring practices. Featuring coverage on a broad range of topics including Behavioural Sciences to EU Policy-making, A European Perspective, Selected Papers of The Jurist (??), Volume 4, European Perspectives on Environmental Law and Governance, Routledge Handbook of Policy Design, Moments of Valuation, Applying Behavioural Science to the Private Sector, Reforming Corporate Retail Investor Protection, Harvard Law Review, Volume 127, Number 6 - April 2014, Exploring Sites of Dissonance, ECRM2012 - 9th European Conference on Research Methods in Business Management, Handbook on Policy, Process and Governance.

This Handbook covers the accounts, by practitioners and observers, of the ways in which policy is formed around problems, how these problems are recognized and understood, and how diverse participants come to be involved in addressing them. H.K. Colebatch and Robert Hoppe draw together a range of original contributions from experts in the field to illuminate the ways in which policies are formed and how they shape the process of governing.

This multidisciplinary handbook explores concrete case studies which illustrate how sustainability science and research can contribute to the realization of the goals of the 2030 Agenda for Sustainable Development. It contains contributions from sustainability researchers from across the world.

'Behaviour change' has become a buzz phrase of growing importance to policymakers and researchers. There is an increasing focus on exploring the relationship between social organisation and individual action, and on intervening to influence societal outcomes like population health and climate change. Researchers continue to grapple with methodologies, intervention strategies and ideologies around 'social change'. Multidisciplinary in approach, this important book draws together insights from a selection of the principal thinkers in fields including public health, transport, marketing, sustainability and technology. The book explores the political and historical landscape of behaviour change, and trends in academic theory, before examining new innovations in both practice and research.

It will be a valuable resource for academics, policy makers, practitioners, researchers and students wanting to locate their thinking within this rapidly evolving field. The contents of Number 6 (Apr. 2014) include scholarly articles and student research, as well as the extensive, annual survey of Developments in the Law. This year's subject is SEXUAL ORIENTATION and GENDER IDENTITY. Topics include "Pro-Gay and Anti-Gay Speech in Schools," "Transgender Youth and Access to Gendered Spaces in Education," "Classification and Housing of Transgender Inmates in American Prisons," "Animus and Sexual Regulation," and "Progress Where You Might Least Expect It: The Military's Repeal of 'Don't Ask, Don't Tell.'" Each year, the special Developments issue serves, in effect, as a new and detailed book on a cutting-edge legal subject. The issue also includes an article by Jill C. Anderson, "Misreading Like a Lawyer: Cognitive Bias in Statutory Interpretation," and an article by Ryan Bubb & Richard H. Pildes, "How Behavioral Economics Trims Its Sails and Why." In addition, student case notes explore Recent Cases on such diverse subjects as false advertising by disseminating scientific literature, free speech rights of professors in public universities, voter identification laws, sentencing by imposing the condition of penile plethysmography, aiding and abetting violations in international law, and whether intercepting unencrypted wi-fi violates the Wiretap Act. A further student work explores the recent administrative policy of the Social Security Administration's eliminating a surgical requirement for changing trans individuals' gender designation, and another explores a recent administration white paper on national security and whether bulk metadata collection violates the USA PATRIOT Act. Finally, the issue features several summaries of Recent Publications. The Harvard Law Review is offered in a quality digital edition, featuring active Contents, linked notes, active URLs in notes, and proper ebook and Bluebook formatting. The contents of Number 6 (Apr. 2014) include scholarly essays by leading academic figures, as well as substantial student research. The Review is a student-run organization whose primary purpose is to publish a journal of legal scholarship. The organization is formally independent of the Harvard Law School. Student editors make all editorial and organizational decisions.

This book provides a range of perspectives from some of the leading environmental academics and practitioners active in Europe today on some of the most pressing contemporary challenges in EU environmental law and governance. The book focuses on three key cross-cutting issues each of which is carefully analysed through the lens of governance. The first theme to be addressed is that of climate change and the problems it poses for EU governance. The second part of the book deals with the challenge of integrating environmental considerations into other policy areas, as required by the Treaty on the Functioning of the European Union, as well as the EU's Charter of Fundamental Rights. While the third theme focuses on the important challenge of improving environmental enforcement within the EU, considering issues such as the Aarhus Convention and the development of the Commission's work on implementation and enforcement over the last twenty years. Throughout the book the three selected themes are situated within the broader ongoing debate about the changing nature of European environmental governance, covering topics such as the development of European environmental governance post-Lisbon and how such development fits with broader trends in European governance theory and policy. The book contains contributions from experts in the field including Mary Robinson, Alan Boyle, Ludwig Kramer and Liam Cashman, and will be of interest to academics, students and practitioners of EU environmental law."

This report reviews recent developments in the application of behavioural insights to encourage more sustainable consumption, investment and compliance decisions by individuals and firms.

This study offers an international review of the initial applications of behavioural economics to policy, with a particular focus on regulatory policy.

The outcome of innovation processes are determined by complex, historically grown valuation practices. In this book, a wide range of innovations are taken into consideration, from small inventions like entertainment novelties to large societal changes through new technologies. The chapters observe the particular local or distributed sites in which their episodes of innovation take place, and they identify the initial dissonance among those judging a newly proposed alternative. The emphasis of the inquiry, however, is on the practices of valuation that are at work when something succeeds in being "new". The authors represent a wide variety of sub-disciplines and national backgrounds in the social sciences. They share an interest in social valuation and a pragmatist approach. The differences between their empirical evidence reflect the wide variety of appearances that valuation takes in contemporary society. They are anthropologists, economic or cultural sociologists, organization researchers, historians or political scientists. A number of chapters deals with aesthetic valuation, as in the tasting of a new vintage, or in the socio-technical process that shaped successful synthesizer sounds. Other chapters discuss the judgment processes in organizations, like architect offices or consultancy firms, and processes of evaluation and valorization in larger fields of practice, like accounting or mathematics. The studies are both of interest in their various professional fields, and contribute to a more general understanding of the social and cultural conditions under which innovations fail and succeed.

[Remin Chinese Law Review](#)

[Research and Action for Societal Transformation](#)

[The Law of Good People](#)

[Brain Culture](#)

[Behavioral Law and Economics](#)

[The Routledge Handbook of Biopolitics](#)

[Key Issues, Interdisciplinary Approaches and Future Directions](#)

[Harnessing the Human Factor to Counter Corruption](#)

[The Behavioural Finance Revolution](#)

[Behavioral Science & Polity](#)

[Regulating to Avert Mis-Selling](#)

[The Behavioral Foundations of Public Policy](#)

As businesses seek to compete on a global stage, they must be constantly aware of pressures from all levels: regional, local, and worldwide. The organizations that can best build advantages in diverse environments achieve the greatest success. The Handbook of Research on Global Competitive Advantage through Innovation and Entrepreneurship explores the emergence of new ideas and opportunities in various markets and provides organizational leaders with the tools they need to take full advantage of those opportunities. With a focus on economic growth in a fast-paced environment, this handbook is a critical reference for business leaders, economists, and students of economic theory.

In the past few decades, economic analysis of law has been challenged by a growing body of experimental and empirical studies that attest to prevalent and systematic deviations from the assumptions of economic rationality. While the findings on bounded rationality and heuristics and biases were initially perceived as antithetical to standard economic and legal-economic analysis, over time they have been largely integrated into mainstream economic analysis, including economic analysis of law. Moreover, the impact of behavioral insights has long since transcended purely economic analysis of law: in recent years, the behavioral movement has become one of the most influential developments in legal scholarship in general. Behavioral Law and Economics offers a state-of-the-art overview of the field. Eyal Zamir and Doron Teichman survey the entire body of psychological research that lies at the basis of behavioral analysis of law, and critically evaluate the core methodological questions of this area of research. Following this, the book discusses the fundamental normative questions stemming from the psychological findings on bounded rationality, and explores their implications for setting the law's goals and designing the means to attain them. The book then provides a systematic and critical examination of the contributions of behavioral studies to all major fields of law including: property, contracts, consumer protection, torts, corporate, securities regulation, antitrust, administrative, constitutional, international, criminal, and evidence law, as well as to the behavior of key players in the legal arena: litigants and judicial decision-makers.

This book showcases strategic policies for and processes of societal transformation, which are required to address the challenge of sustainability. Based on the latest thinking at the interface of social innovation, sustainable consumption and the transformation of society, the book provides: in-depth discussions at the nexus of sustainable consumption, social innovation and social transformation, highlighting their significance to sustainability-related policy and practice; detailed case studies of social innovation in energy, food, housing and policy which illustrate emerging practice and promising policy, business and civil society interventions; and critical reflections and commentaries on the contribution of social innovation to societal transformation. Bringing together aspiring scholars and leading thinkers on this topic, this book leads to compelling new insights for an international audience into the potential of social innovation for sustainable consumption and the transformation of society. It will be of great interest to students and scholars of sustainable consumption, sustainable development, (social) innovation studies and environmental sociology.

This definitive Handbook addresses the current lack of research into European policymaking and development using an interpretive perspective. Questioning areas that mainstream approaches tend to neglect, contributors target the ways in which ideas, arguments and discourses shape policies in the institutional context of the EU. This book demonstrates how applying behavioural science to commercial problems can effectively help businesses to understand and achieve the best outcomes for their customers. Bringing together theory and practice the author describes how approaches underpinning behavioural science can be adapted to the fast-moving environment of the private sector. The first part of the book discusses the underlying theory and principles behind behavioural science. It outlines the history of the discipline, explaining how behavioural scientists use theories and models of behaviour, and discussing why behaviour is so hard to predict. It then describes how the theory can be applied to designing products, services and interventions. In Part II Rubinstein uses several key case studies to explore the challenges of integrating behavioural science into established practices, considering how to use behavioural science in multidisciplinary teams and why this might be useful. She addresses concerns about the ethics of using behavioural science in this context before describing the value of applying behavioural science to business and how best to realise its potential. This book is a must-read for both practitioners and academics interested in applying the science of behaviour to real-world challenges.

[Challenging States' Ability to Regulate Human Behavior](#)

[Organisation development in Europe](#)

[Knowing Governance](#)

[Decoding What People Say and What They Do](#)

[A Transatlantic Dialogue](#)

[Social Innovation and Sustainable Consumption](#)

[Regulating and Managing Food Safety in the EU](#)

[A New Approach to Financial Policies and Regulations](#)

[Rethinking EU Consumer Law](#)

[The Co-production of Expert and Executive Power](#)

[The Epistemic Construction of Political Order](#)

[Handbook of European Policies](#)