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Neuroeconomics: Decision Making and the Brain

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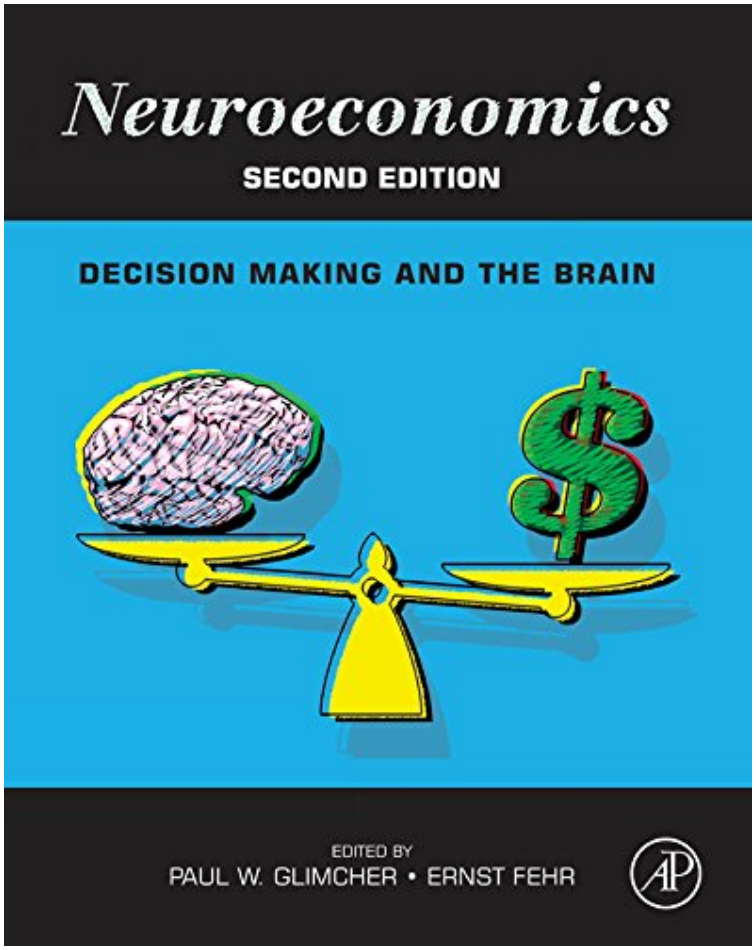

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0 of 1 people found the following review helpful. Five StarsBy Tanetpong ChoungprayoonVery well written with research paper review15 of 15 people found the following review helpful. THE most up to date book on the fast-emerging field of neuroeconomics.By B. JohnsonI bought this book through .com on June 28, 2014, about 5 months ago [for $58.39]. It is everything its team of editors, the 43 authors of its 27 articles, and its multiple publishers say it is.The bookrsquo;s greatest strengths.It is THE definitive, THE most up to date book on the fast-emerging field of neuroeconomics.It is meaty. It contains a large number of excellent illustrations that expand the text surrounding it. They are full color, very detailed, summarized, and are annotated as to source. Very strong here.After every chapter there is an exhaustive list of sources and references that is priceless for other researchers and students.Since the field of neuroeconomics is so new, circa 1990 or so, it does not qualify for ldquo;disciplinerdquo; status yet. These bibliographical lists contain many of the seminal sources for the primogenitors of neuroeconomics, economics, psychology, and biology. That list is not exhaustive, but it does help you understand the biases and gaps that guided

the authorsrsquo; research and influenced their point of view. Very telling.It is hefty in wright and content. It may cost the least per pound of any book on .com. If you get through it completely, then you can then buy the other 100 or so books this one subsumes.Now the greatest weaknesses. However, you should be forewarned about a few attributes that you have to adjust to get full value from this book.I bought it to read it for a Coursera course I was taking. I quickly discovered it is not the type of book you ldquo;readrdquo; from beginning to end or even ever finish reading. It is a massive, dense, engaging read. I barely go through the introductory chapter on the History of Neuroeconomics and the 7 chapters in Part 1, The Fundamental Tools of Neuroeconomics -- the first 125 pages or so-- before the 8-week class was over. However, I learned much more from the book than from the course and it hooked me on wanting to read more.Everyone in the list in the first paragraph is overly eager to point out repeatedly ndash; and tellingly -- that the field of neuroeconomics is relatively new and rapidly growing confederation of researchers from the long established disciplines of economics, psychology, and biology, with a touch of anthropology thrown in.This bookrsquo;s greatest weakness is that it reads like an encyclopedia. Its greatest strength is that it IS an encyclopedia. The editors state that their goal was to produce a textbook. They overshot that moon. In order to be a textbook, it needs some learning tools, like review questions, suggested exercises, gedankenexperiments, etc.This ldquo;textbookrdquo; relies solely on its organization as its major pedagogical tool. It is organized into 5 sections, each with 3 to 7 chapters. There is an order to this thread, but you only perceive it after you have read at least half the book. I found myself skipping around from chapter to chapter to pursue specific topics that interested me.The Index was not as helpful as I needed it to be to facilitate my tracing the topics I pursued across the 27 chapters where the information I sought was buried. This is one area that could be greatly improved.One wild tangent here. Has anyone noticed how useless most indices are these days? I think they are compiled by computers that search only for keywords that are incapable of spotting key ideas, key references, and themes in a complete sentence that provide the substance of most learning. I found myself writing in over 100 key ideas missing from the index. Pardon this rant on the publishing industry.It is laden with scientific elitism, self-promotion, condescension, and ldquo;attitude,rdquo; terms of art, jargon, etc. You have to can get past the ldquo;academic attituderdquo; that detracts from the simple grace of scholarship.NET: If you are interested in neuroeconomics ndash; for any reason ndash; this is THE source you should ldquo;readrdquo; first, or have it handy for reference, or display it as a talisman or to anyone you encounter that you want to impress. Donrsquo;trsquo; worry about anyone calling your bluff, most will not be able to lift it.13 of 14 people found the following review helpful. Excellent info but filled with typosBy Bob SiegelThis could have been an excellent text book on this possibly growing subject but the vast number of typos, many that have caused me confusion as someone new to this subject, make the otherwise excellent info (dense and challenging) very difficult to understand. Did they mean dlFPC or dlPFC? Probably the later, but why did I need to spend time trying to figure this out.Glimcher is far too good for this work.

In the years since it first published, Neuroeconomics: Decision Making and the Brain has become the standard reference and textbook in the burgeoning field of neuroeconomics. The second edition, a nearly complete revision of this landmark book, will set a new standard. This new edition features five sections designed to serve as both classroom-friendly introductions to each of the major subareas in neuroeconomics, and as advanced synopses of all that has been accomplished in the last two decades in this rapidly expanding academic discipline. The first of these sections provides useful introductions to the disciplines of microeconomics, the psychology of judgment and decision, computational neuroscience, and anthropology for scholars and students seeking interdisciplinary breadth. The second section provides an overview of how human and animal preferences are represented in the mammalian nervous systems. Chapters on risk, time preferences, social preferences, emotion, pharmacology, and common neural currenciesmdash;each written by leading expertsmdash;lay out the foundations of neuroeconomic thought. The third section contains both overview and in-depth chapters on the fundamentals of reinforcement learning, value learning, and value representation. The fourth section, ldquo;The Neural Mechanisms for Choice," integrates what is known about the decision-making architecture into state-of-the-art models of how we make choices. The final section embeds these mechanisms in a larger social context, showing how these mechanisms function during social decision-making in both humans and animals. The book provides a historically rich exposition in each of its chapters and emphasizes both the accomplishments and the controversies in the field. A clear explanatory style and a single expository voice characterize all chapters, making core issues in economics, psychology, and neuroscience accessible to scholars from all disciplines. The volume is essential reading for anyone interested in neuroeconomics in particular or decision making in general.Editors and contributing authors are among the acknowledged experts and founders in the field, making this the authoritative reference for neuroeconomicsSuitable as an advanced undergraduate or graduate textbook as well as a thorough reference for active researchersIntroductory chapters on economics, psychology, neuroscience, and anthropology provide students and scholars from any discipline with the keys to understanding this interdisciplinary fieldDetailed chapters on subjects that include reinforcement learning, risk, inter-temporal choice, drift-diffusion models, game theory, and prospect theory make this an invaluable referencenbsp;Published in association with the Society for Neuroeconomicsmdash;www.neuroeconomics.orgFull-color presentation throughout with numerous carefully selected illustrations to highlight key concepts

"This fully revised, second edition comes five years after the first and reflects the tremendous growth in the field of neurobiology of decision makinghellip;The text, uniformly well written and accessible, does not shy away from controversies in the research. This is an excellent text for either a graduate course or a very advanced undergraduate course on the subject." Summing Up: Recommended.--CHOICE s Online, June 2014 "This book describes neuroeconomics, a combination of neuroscience and behavioral economics, with the goal of understanding how economic policies influence motivation on a neuropsychological level and, ultimately, behaviorhellip;This is an excellent bookhellip;It should be in the libraries of students and professionals interested in neuroeconomics."Rating: 4 Stars--Doody.com, April 4, 2014 s for the First Edition: ldquo;Neuroeconomics is a timely collection of papers by leading researchers from both sides of the border between economics and neurosciencehellip;The book should be of interest to anyone who has ever wondered about the mechanics of how decisions are made in the brain, and what it means about human nature.”--VINCE CRAWFORD, DISTINGUISHED PROFESSOR OF ECONOMICS, UNIVERSITY OF CALIFORNIA, SAN DIEGO, USA ldquo;Economists pride themselves on rigorous parsimony. By taking the neural correlates of behavior into account, potentially explanatory variables explode. This book shows when digging deeper nonetheless pays for economics, and how to do it well.”--CHRISTOPH ENGEL, EXECUTIVE DIRECTOR, MAX PLANCK INSTITUTE FOR RESEARCH ON COLLECTIVE GOODS, BONN, GERMANY ldquo;For those onlookers who canrsquo;t quite accept that neuroscience may provide insight into how we decide what course of action to follow, the contributors to this comprehensive volume offer some very compelling, and very serious experimental and theoretical insights. Highly recommended, and enormously provocative.”--FLOYD BLOOM, PROFESSOR EMERITUS, DEPARTMENT OF NEUROPHARMACOLOGY, THE SCRIPPS RESEARCH INSTITUTE, LA JOLLA, USAFrom the Back CoverIn the years since it first published, Neuroeconomics: Decision Making and the Brain has become thestandard reference and textbook in the burgeoning field of neuroeconomics. The second edition, a nearlycomplete revision of this landmark book, will set a new standard. This new edition features five sectionsdesigned to serve as both classroom-friendly introductions to each of the major subareas in neuroeconomics,and as advanced synopses of all that has been accomplished in the last two decades in this rapidlyexpanding academic discipline. The first of these sections provides useful introductions to the disciplines ofmicroeconomics, the psychology of judgment and decision, computational neuroscience, and anthropologyfor scholars and students seeking interdisciplinary breadth. The second section provides an overview ofhow human and animal preferences are represented in the mammalian nervous systems. Chapters on risk,time preferences, social preferences, emotion, pharmacology, and common neural currencies?each writtenby leading experts?lay out the foundations of neuroeconomic thought. The third section contains bothoverview and in-depth chapters on the fundamentals of reinforcement learning, value learning, and valuerepresentation. The fourth section, ldquo;The Neural Mechanisms for Choice,” integrates what is known about thedecision-making architecture into state-of-the-art models of how we make choices. The final section embedsthese mechanisms in a larger social context, showing how these mechanisms function during social decisionmakingin both humans and animals. The book provides a historically rich exposition in each of its chaptersand emphasizes both the accomplishments and the controversies in the field. A clear explanatory styleand a single expository voice characterize all chapters, making core issues in economics, psychology, andneuroscience accessible to scholars from all disciplines. The volume is essential reading for anyone interestedin neuroeconomics in particular or decision making in general.About the AuthorPaul W. Glimcher, Julius Silver Professor of Neural Science, Economics and Psychology at New York University. Director, Center for Neuroeconomics, NYU. A.B. - Princeton University, Magna cum Laude. Ph.D. -University of Pennsylvania, Neuroscience. Fellow of the American Association for the Advancement of Science, The Association for Psychological Science and the McKnight, Whitehall, Klingenstein and McDonnell Foundations. Investigator of the National Eye Institute, The National Institute of Mental Health, the National Institute of Neurological Disorders and Stroke and the National Institute on Aging. Founding President of the Society for Neuroeconomics. Winner of the Margaret and Herman Sokol Faculty Award in the Sciences, 2003. Winner of NYUrsquo;s Distinguished (Lifetime Accomplishment) Teaching Award, 2006. Member of the Dana Alliance for Brain Initiatives. Publications in Nature, Science, Neuron, Journal of Neurophysiology, American Economic , Quarterly Journal of Economics, Games and Economic Behavior, Vision Research, Experimental Brain Research, MIT Encyclopedia of Cognitive Science, International Encyclopedia of Social and Behavioral Science and numerous edited volumes. He is the author of: Decisions, Uncertainty and, the Brain: The Science of Neuroeconomics, 2003 from MIT Press. Winner of the American Association of Publishers Medical Sciences Book of the Year, 2003. Neuroeconomics. Decision Making and the Brain, 2009 from Academic Press. Winner of the American Association of Publishers Economics and Social Sciences Book of the Year Awards, 2009. Foundations of Neuroeconomic Analysis, 2011 from Oxford University Press. Neuroeconomics. Decision Making and the Brain 2nd ed. 2013. Professor Glimcherrsquo;s work has been covered by the popular press in the Wall Street Journal, Time, Newsweek, The Los Angeles Times, Money Magazine, New Scientist, and on National Public Radio, The BBC, Le Monde, Die Welt, Frankfurter Allgemeine, La Vanguardia, Fox News, and NOVA amongst others. http://www.neuroeconomics.nyu.edu

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