

Cambridge University Press
978-0-521-84572-4 - Insurance and Behavioral Economics: Improving Decisions in the Most
Misunderstood Industry
Howard C. Kunreuther, Mark V. Pauly and Stacey McMorrow
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Insurance and Behavioral Economics

Improving Decisions in the Most Misunderstood Industry

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> CAMBRIDGE UNIVERSITY PRESS Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo, Delhi, Mexico City

Cambridge University Press 32 Avenue of the Americas, New York, NY 10013-2473, USA

www.cambridge.org Information on this title: www.cambridge.org/9780521608268

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First published 2013

Printed in the United States of America

A catalog record for this publication is available from the British Library.

Library of Congress Cataloging in Publication data Kunreuther, Howard.

Insurance and behavioral economics: improving decisions in the most misunderstood industry / Howard C. Kunreuther, Mark V. Pauly, Stacey McMorrow.

pages cm

Includes bibliographical references and index. ISBN 978-0-521-84572-4 – ISBN 978-0-521-60826-8 (pbk.)

Risk (Insurance)
 Insurance – Decision making.
 Consumer behavior.
 Howard C. Kunreuther, 1938 – II. Mark V. Pauly, 1941 – III. Stacey McMorrow, 1978 – HG8054.5.K858 2012

368-dc23 2012006486

ISBN 978-0-521-84572-4 Hardback ISBN 978-0-521-60826-8 Paperback

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