

MATTEO MOTTERLINI

The Psycho-Economy of Charlie Brown

La psicoeconomia di Charlie Brown

Thinking of ourselves as perfectly rational beings is costing us money, every day. It's making our cities dirtier, our planet more polluted, our health system and social services poorer. But we can nudge ourselves to be better decision-makers and have richer lives by taking into account how our brains work and by designing a more ecological "choice environment"

We are all Peanuts: as doubt-ridden as Linus, as egocentric as Snoopy, as vulnerable as Charlie Brown. This understanding is the key for a more "human" economics and for a more effective evidence-based policy making. Motterlini's book combines the study of the most successful practices of the new "Nudge" art of government with the latest research in the neurocognitive & behavioral sciences to provide the "Psychiatric help: 5 cents" sort of advice to improve our personal lives and society as a whole.

MATTEO MOTTERLINI, a philosopher and neuro-economist, is a professor of Logic and Philosophy of Science at the Università Vita-Salute San Raffaele in Milan and director of CRESA (Center for Research in Experimental and Applied Epistemology). He is the author of *Economia emotiva* (Rizzoli 2006) and *Trappole mentali* (Rizzoli 2008), both of which are translated in different languages.



Publisher: Rizzoli

Pages: 270

Publication: October 2014

Trappole mentali and
Economia emotiva sold
about 18,000 copies

"I hope that this book will help inspire a great deal of further discussion, and creative thinking, about behavioral economics and nudging in Italy, which has such an extraordinary tradition in political thought."

- Cass R. Sunstein, co-author of *Nudge* and author of *Simpler*
