Webnote 242

Behavioural Economics (2.4)

Section	Key Terms/Definitions that are needed to write expertly on this topic.	Examples	Evaluate (strengths and weaknesses of theory)
What is rational Consumer Choice?			
What are some of the key limitations in Behavioural Economics?			
What is behavioural Economics in practice? e.g. Nudge theory			
How do firms behave?			