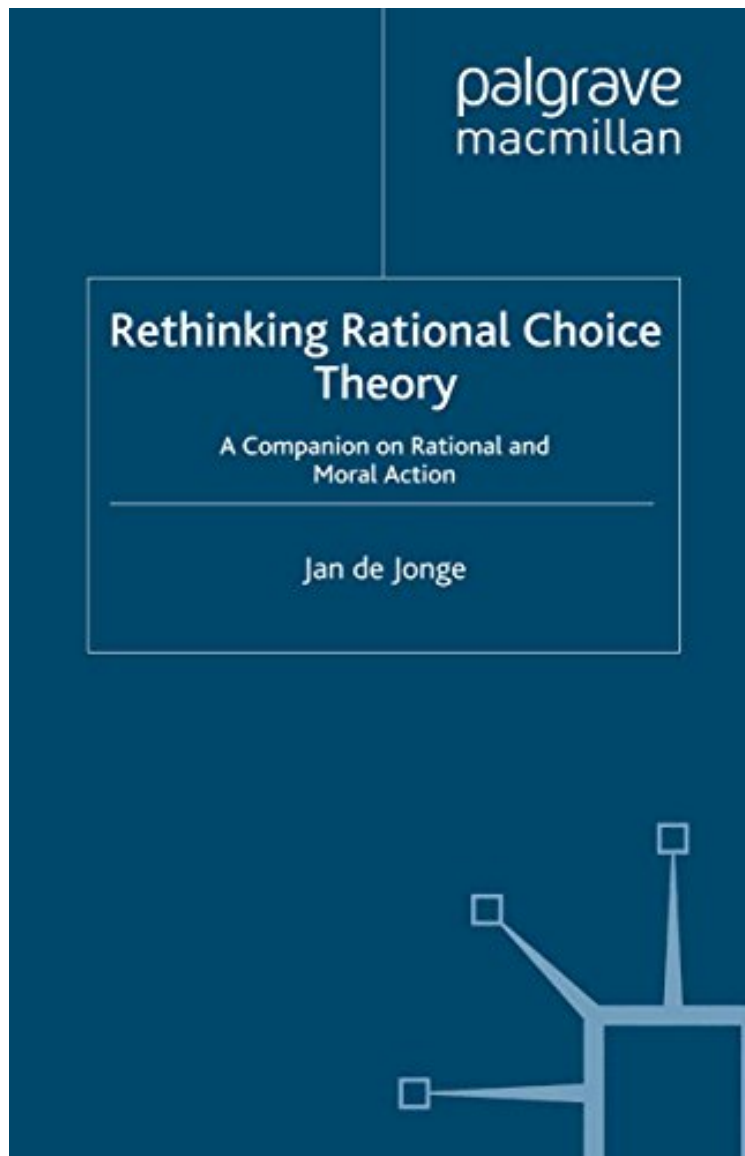


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Rethinking Rational Choice Theory: A Companion on Rational and Moral Action

Jan de Jonge

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The marriage of neuroscience and the science of choice behaviour gave birth to neuroeconomics. Jan de Jong explores this new discipline, investigating the relationship between choice behaviour and brain activity, and the light that this sheds on our systems of reasoning.

About the Author JAN DE JONG lectured on Economics in the Department of Economics and Business Administration at the University of Amsterdam, The Netherlands. He has published extensively on Labour Market Theories, Youth Unemployment, and Ethics and Economics.