



# Behavioral Economics and Public Health

From Oxford University Press



## Behavioral Economics and Public Health From Oxford University Press

Behavioral economics has potential to offer novel solutions to some of today's most pressing public health problems: How do we persuade people to eat healthy and lose weight? How can health professionals communicate health risks in a way that is heeded? How can food labeling be modified to inform healthy food choices?

*Behavioral Economics and Public Health* is the first book to apply the groundbreaking insights of behavioral economics to the persisting problems of health behaviors and behavior change. In addition to providing a primer on the behavioral economics principles that are most relevant to public health, this book offers details on how these principles can be employed to mitigating the world's greatest health threats, including obesity, smoking, risky sexual behavior, and excessive drinking. With contributions from an international team of scholars from psychology, economics, marketing, public health, and medicine, this book is a trailblazing new approach to the most difficult and important problems of our time.

 [Download Behavioral Economics and Public Health ...pdf](#)

 [Read Online Behavioral Economics and Public Health ...pdf](#)

# Behavioral Economics and Public Health

*From Oxford University Press*

## **Behavioral Economics and Public Health** From Oxford University Press

Behavioral economics has potential to offer novel solutions to some of today's most pressing public health problems: How do we persuade people to eat healthy and lose weight? How can health professionals communicate health risks in a way that is heeded? How can food labeling be modified to inform healthy food choices?

*Behavioral Economics and Public Health* is the first book to apply the groundbreaking insights of behavioral economics to the persisting problems of health behaviors and behavior change. In addition to providing a primer on the behavioral economics principles that are most relevant to public health, this book offers details on how these principles can be employed to mitigating the world's greatest health threats, including obesity, smoking, risky sexual behavior, and excessive drinking. With contributions from an international team of scholars from psychology, economics, marketing, public health, and medicine, this book is a trailblazing new approach to the most difficult and important problems of our time.

## **Behavioral Economics and Public Health From Oxford University Press Bibliography**

- Rank: #315285 in eBooks
- Published on: 2015-09-01
- Released on: 2015-09-01
- Format: Kindle eBook

 [Download Behavioral Economics and Public Health ...pdf](#)

 [Read Online Behavioral Economics and Public Health ...pdf](#)

## **Editorial Review**

### Review

"Roberto and Kawachi have put together a collection of insights that health policy professionals will need to understand to create the largest impacts moving forward."

--Max H. Bazerman, Straus Professor and Co-Director, Center for Public Leadership, Harvard University;  
Author, *THE POWER OF NOTICING*

"Want to promote healthy behavior? Make sure you understand the ideas in this important book."

--Peter A Ubel, Madge and Dennis T. McLawhorn University Professor, Schools of Business, Public Policy, and Medicine, Duke University

### About the Author

**Christina A. Roberto, PhD**, is an Assistant Professor of Medical Ethics & Health Policy at the Perelman School of Medicine at the University of Pennsylvania. She is a psychologist and epidemiologist whose research aims to identify, understand, and alter the environmental and social forces that promote unhealthy eating behaviors linked to obesity and eating disorders. In her work, she draws upon the fields of psychology, behavioral economics, marketing, and public health to answer research questions that can provide policymakers and institutions with science-based guidance.

**Ichiro Kawachi, MD, PhD**, is the John L. Loeb and Frances Lehman Loeb Professor of Social Epidemiology and Chair of the Department of Social & Behavioral Sciences at Harvard T.H. Chan School of Public Health, where he has taught since 1992. He has previously coedited *Social Epidemiology*, *Neighborhoods and Health*, *Globalization and Health*, and the *Oxford Handbook of Public Health Practice*, all published by Oxford University Press. Kawachi lectures about social epidemiology through the Harvard University Massive Open Online Course (MOOC) platform, edX. His course, "Health and Society" (PHx 201), is a version of the class that he has taught for twenty years at Harvard. In 2013-2014, 35,000 students from all over the world were enrolled in the MOOC course.

## **Users Review**

### **From reader reviews:**

#### **Leticia Hodges:**

The book Behavioral Economics and Public Health has a lot of information on it. So when you make sure to read this book you can get a lot of gain. The book was compiled by the very famous author. Mcdougal makes some research prior to write this book. That book very easy to read you can find the point easily after scanning this book.

**Frances Carpenter:**

You are able to spend your free time to see this book this publication. This Behavioral Economics and Public Health is simple to bring you can read it in the park your car, in the beach, train as well as soon. If you did not have much space to bring the particular printed book, you can buy the e-book. It is make you quicker to read it. You can save often the book in your smart phone. So there are a lot of benefits that you will get when one buys this book.

**Larry Morris:**

In this particular era which is the greater particular person or who has ability in doing something more are more important than other. Do you want to become one among it? It is just simple strategy to have that. What you are related is just spending your time not much but quite enough to have a look at some books. One of many books in the top collection in your reading list is definitely Behavioral Economics and Public Health. This book that is qualified as The Hungry Mountains can get you closer in growing to be precious person. By looking way up and review this reserve you can get many advantages.

**Vanessa Kistler:**

A lot of e-book has printed but it is different. You can get it by web on social media. You can choose the most effective book for you, science, amusing, novel, or whatever simply by searching from it. It is identified as of book Behavioral Economics and Public Health. You can add your knowledge by it. Without leaving the printed book, it could possibly add your knowledge and make anyone happier to read. It is most crucial that, you must aware about e-book. It can bring you from one location to other place.

**Download and Read Online Behavioral Economics and Public Health From Oxford University Press #QRNPOMVL869**

# **Read Behavioral Economics and Public Health From Oxford University Press for online ebook**

Behavioral Economics and Public Health From Oxford University Press Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Behavioral Economics and Public Health From Oxford University Press books to read online.

## **Online Behavioral Economics and Public Health From Oxford University Press ebook PDF download**

**Behavioral Economics and Public Health From Oxford University Press Doc**

**Behavioral Economics and Public Health From Oxford University Press Mobipocket**

**Behavioral Economics and Public Health From Oxford University Press EPub**

**QRNPOMVL869: Behavioral Economics and Public Health From Oxford University Press**