

FOR IMMEDIATE RELEASE

**Who Is Shaping Our Understanding of Why We Buy, Sell, Invest, and Risk?
TheBestSchools.org Spotlights 25 Top Behavioral Economists You Should Know**

HOUSTON, TEXAS (July 12, 2018) — *Freakonomics. Thinking, Fast and Slow. Predictably Irrational.* Just three of the biggest-selling nonfiction books of the last decade, and all in a field that studies what lurks in the hidden recesses of the human psyche and drives how we buy, sell, invest, and risk.

That hot field? Behavioral economics.

TheBestSchools.org profiles 25 notable behavioral economists who are reshaping our understanding of markets and minds:

- **25 Top Behavioral Economists**

<https://thebestschools.org/features/top-behavioral-economists/>

“These 25 people are doing some of the most innovative, exciting, and potentially useful intellectual work going on anywhere today,” says James Barham, the article author, president, and general editor of TheBestSchools.org. “Behavioral economists give us insight into how other people—and we ourselves—work that we just can't get from either traditional psychologists or economists alone.”

Steven Levitt, Daniel Kahneman, and Dan Ariely are just three of the notable names that comprise the 25 innovators listed as leaders in this discipline, which Kahneman largely launched around 50 years ago with research partner Amos Tversky. In that time, behavioral economics has grown to be one of the hottest and most intriguing intellectual fields. The list not only offers biographical information on leaders in the field, but links to their websites and important writings for further investigation.

“Keeping our readers informed of the people driving thought leadership today is an important value for us,” says Dan Edelen, marketing director for TheBestSchools.org. “If there were such a thing as academic pop culture, behavioral economists are the new celebs, and their work is worth recognizing, because it stands to create exciting directions for the future.”



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