



# Addiction: A Behavioral Economic Perspective

*Shahram Heshmat*

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*Addiction: A Behavioral Economic Perspective* focuses on the behavioral economics of addiction to explain why someone decides and act against her own well-being. It answers the questions of what accounts for self-defeating behavior patterns and how do we best motivate individuals to act according with their long-term goals. A better understanding of decision processes will lead to an improved knowledge of why people engage in self-destructive behaviors and better policy interventions in areas of addiction and obesity. The approach also promises to be valuable as a framework for understanding decisions for an addict's professional and business life. This book will be of particular use to clinicians, students, and researchers in the fields of addiction, public health, and behavior therapy.



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