



Del "hombre de Chicago" al "hombre de Tversky-Kahneman" [

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text (article)

Analítica

Economics in the last century takes some distance from psychology and other fields, and develop primarily in the center of their scientific constructions, the maximizer and omniscient homo economicus. Nevertheless the explanatory power of the neoclassical models began to be clearly imperfect showing numerous anomalies. Prominent scientists in the cognitive vein began, first explaining the pitfalls of the prevalent theories and later building cognitive psychology-rooted alternative models. The seminal contributions by Herbert Simon and Maurice Allais, trace the path for two pioneers scholars, the cognitive psychologists Amos Tversky and Daniel Kahneman, who developed a model which incorporates the advances of this branch of the psychology in decision making models in economics

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