

Behavioral Ethics Resources:

The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell
(Paperback - Jan. 7, 2002)

How We Decide by Jonah Lehrer (Paperback - Jan. 14, 2010)

Predictably Irrational: The Hidden Forces That Shape Our Decisions by Dan Ariely
(Hardcover - Feb. 19, 2008)

Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard H. Thaler
and Cass R. Sunstein (Paperback - Feb. 24, 2009)

Presentation by Dan Ariely, author of Predictably Irrational
http://www.ted.com/talks/lang/eng/dan_ariely_on_our_buggy_moral_code.html

NPR interview of Paul Zak, author of Moral Markets: The Critical Role of Values in the Economy
<http://speakingoffaith.publicradio.org/programs/2009/neuroeconomics/>

NOVA PBS program on behavioral economics Mind Over Money, scheduled for
broadcast Tuesday, March 30, 2010