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George A Akerlof**

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Capitalism (2009) is a book written to
promote the understanding of the role
played by emotions in influencing
economic decision making. According to
the authors, economists have tended to

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de-emphasize the importance of
emotional factors, as the effects of
emotions are difficult to model and
quantify.

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human nature is the basic driving force on economic development and many of these forces are related to the animal spirit, therefore those animal spirits that cannot be quantified are the most likely answers to understand ...

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"With Animal Spirits we hone in on how incentives and narratives can be created to channel the human psychological factor into collectively healthy directions, and how to be aware of the fictions we tell ourselves about how we wish the world and greed and financial security worked.

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for Global Capitalism ... "animal spirits"
are driving financial events worldwide.
Robert Shiller will put forward a ...

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that human-interest stories that give vitality and emotional resonance to economic views drive animal spirits. Since economic expansions and contractions in the modern world tend often to be worldwide phenomena, these are not stories confined to any one country. The stories spread amidst a growing world culture, from country to

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country, since
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**Animal Spirits | Princeton University
Press**

Today in finance, the term animal spirits arise in market psychology and behavioral economics. Animal spirits

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represent the emotions of confidence,
hope, fear, and pessimism that can
affect ...
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**Animal Spirits Definition -
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Animal Spirits is succinct, clear and
lively.---Brad Willis, Edmonton Journal--
"Irish Times" Animal Spirits offers a road

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map for reversing the financial
misfortunes besetting us today. Read it
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world economy today.-- "Money Science"

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Roman physician Galen (129-215)

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suggested that these numerous animal spirits flowed through hollow tubes from the brain to all parts of the body - what is now known as the nerve impulse. French philosopher and mechanistic physiologist Rene Descartes (1596-1650) later discredited this concept somewhat when he discovered the modern concept now known as the

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peripheral nervous system, and ...

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efficient, self-correcting markets and
pay appropriate attention to animal
spirits. ... Animal Spirits How Human
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A., 1940-; Shiller, Robert J

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