

YEAR	1759	1789	1842	1859	1945	1951	1955
AUTHOR	A. Smith	J. Bentham	E. Chadwick	J.S. Mill	H. Simon	G. Katona	H. Simon
CONTRIBUTIONS	- The importance of values as a factor on decisions - Some cognitive biases	The importance of happiness as an economic purpose instead of profits	The aim for social welfare in public policies	The importance of common wellness	Asymmetric information in decision contexts	Portraits a context of decision spontaneous and sentiment-dominant	Theory of choice based on the organizational context with asymmetric information
WORK	<i>The Theory of Moral Sentiments.</i>	<i>Introduction to the Principles of Morals and Legislation.</i>	<i>Sanitary condition of the labouring population of Great Britain.</i>	<i>A few words on non-intervention.</i>	<i>Theory of Games and Economic Behavior.</i>	<i>Psychological analysis of economic behavior.</i>	<i>A Behavioral Model of Rational Choice.</i>

YEAR	1964	1979, 1982, 1984	1997	2004	2008	2010	2011
AUTHOR	G. Becker	A. Tversky and D. Kahneman	D. Kahneman	C. Camerer and G. Lowenstein	R. Thaler and C. Sunstein	UK government	D. Kahneman
CONTRIBUTIONS	Extend the economic approach to social matters	- Prospect theory - Identification of cognitive biases and heuristics	A theory of utility based on utilitarianism	The explanatory power of behavioral economics	- System 1 and system 2 - Intervention process for Behavioral Economics	First Nudge Unit in the UK	Identification of cognitive biases and heuristics
WORK	<i>Human Capital: A Theoretical and Empirical Analysis, with Special Reference to Education.</i>	<i>Prospect theory. Judgement under uncertainty. Choices, values and frames.</i>	<i>Back to Bentham? Explorations of Experienced Utility.</i>	<i>Behavioural economics: past, present, future.</i>	<i>Nudge.</i>	<i>Inside the nudge unit.</i>	<i>Thinking fast and slow.</i>