

# The Economic Psychology of Incentives: New Design Principles for Executive Pay

A. Pepper



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## The Economic Psychology of Incentives: New Design Principles for Executive Pay

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**The Economic Psychology of Incentives: New Design Principles for Executive Pay** A. Pepper This book proposes a revised theory of agency, drawing on ideas from behavioural economics and built on more robust assumptions about human behaviour than the standard principal-agent model. The book proposes new design principles for executive pay, but also explains the difficulties in changing current executive pay practices.

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