

Decision neuroscience literature

1. Empathy

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2. Fairness

Sanfey, A. G., Rilling, J. K., Aronson, J. A., Nystrom, L. E., & Cohen, J. D. (2003). The neural basis of economic decision-making in the ultimatum game. *Science*, 300(5626), 1755-1758.

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3. Altruism

Harbaugh, W. T., Mayr, U., & Burghart, D. R. (2007). Neural responses to taxation and voluntary giving reveal motives for charitable donations. *Science*, 316(5831), 1622-1625.

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4. Trust

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5. Strategic thinking

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Zhu, L., Mathewson, K. E., & Hsu, M. (2012). Dissociable neural representations of reinforcement and belief prediction errors underlie strategic learning. *Proceedings of the National Academy of Sciences*, 109(5), 1419-1424.

6. Risk and ambiguity

Hsu, M., Bhatt, M., Adolphs, R., Tranel, D., & Camerer, C. F. (2005). Neural systems responding to degrees of uncertainty in human decision-making. *Science*, 310(5754), 1680-1683.

Huettel, S. A., Stowe, C. J., Gordon, E. M., Warner, B. T., & Platt, M. L. (2006). Neural signatures of economic preferences for risk and ambiguity. *Neuron*, 49(5), 765-775.

Tom, S. M., Fox, C. R., Trepel, C., & Poldrack, R. A. (2007). The neural basis of loss aversion in decision-making under risk. *Science*, 315(5811), 515-518.

Preuschoff, K., Bossaerts, P., & Quartz, S. R. (2006). Neural differentiation of expected reward and risk in human subcortical structures. *Neuron*, 51(3), 381-390.

7. Intertemporal choice

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8. Consumer behavior

Self control

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Brand

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