

Alternative Approaches....

Homo Economicus	Homo Sociologicus	Homo Evolutionis
Fixed Preferences	Endogenous Preferences	Genes/ Cultural Traits
Individually centered	Interdependent Group-related	Genetics/ Culture
Rationality/ Optimization	Internalization	Replication Mutation Learning innovation
Incentives	Growth	
Priorities	Selection	
Others	Environment	



THEORY
XEROX

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Fixed Preferences	Endogenous Preferences	Genes/ Cultural Traits
Individually calculated	Interdependent Group-related	Genetics/ Culture
Rationality/ Optimization	Internalization	Replication/ Mutation/ Learning/ Innovation
Incentives	Group influence	Selective Adaptation
Prices/Incomes/ Opportunity Costs	Social Networks	Environment/ Population structures







GIORGIO BARBA
NAVARETTI





