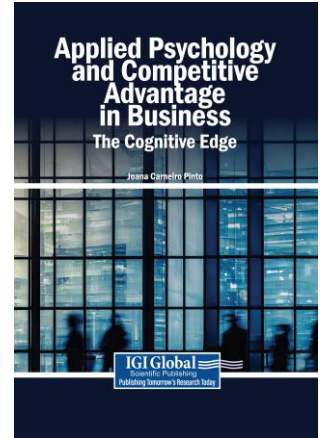


# Applied Psychology and Competitive Advantage in Business: The Cognitive Edge

Joana Carneiro Pinto, (Universidade Católica Portuguesa, Portugal)



## Description:

Understanding business and economic behavior requires moving beyond traditional models of purely rational decision-making. Human actions in organizations and markets are deeply shaped by psychological forces—emotions, cognitive biases, and mental processes that influence everything from workplace productivity to consumer choice. Examining these dynamics through the lens of strategic psychology reveals how decision-making can be better understood, predicted, and improved. By integrating insights from psychology and economics, it becomes possible to diagnose challenges and design more effective interventions. In an increasingly complex global environment, such perspective is essential for driving informed decisions and sustainable success.

**Applied Psychology and Competitive Advantage in Business: The Cognitive Edge** unpacks the psychological mechanisms that govern human behavior in business and economic contexts. This book critically explores how emotions influence everything from talent management and organizational productivity to major consumer decisions and the overall health of the global economy. Covering topics such as decision-making under uncertainty, human-centered leadership, and enhancing organizational productivity, this book is an excellent academic resource for graduate and doctoral students, HR professionals, business leaders, managers, marketing specialists, organizational consultants, and more.

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## Topics Covered:

- Applied Psychology
- Career Management
- Competitive Advantage
- Cross-Cultural Leadership
- Decision-Making Under Uncertainty
- Effectiveness of Training Programs
- Emotional Intelligence
- Enhancing Organizational Productivity
- Human-Centered Leadership
- Team Dynamics

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**Readership Level:** Advanced-Academic Level (Research Recommended)

**Classification:** Edited Research

**Research Suitable For:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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