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Dear Readers,

I am pleased to introduce JBEP issue 3(2). In this issue, we have a thought-provoking and diverse range of papers – starting with Hasan Sheikh and Cass Sunstein’s contribution exploring how to improve the effectiveness of expert advice. This paper is also relevant in understanding the modern trend towards disaffection with experts. In the age of COVID-19 we need experts more than ever. When experts respect the autonomy of individuals they are more likely to have a powerful voice, enabling information to dominate opinion and sentiment.

The second paper explores one of JBEP’s favourite themes: the theme of nudging. In this paper, Daryna Grechyna and Alice Gimblett move beyond the sphere of public policy nudging to marketing nudging, but still in the context of popular public events – in this case the London Fireworks Campaign. Their results suggest that nudges have to be carefully crafted to trigger the desired responses to marketing communications.

JBEP 3(2) concludes with an analysis from Shane Timmons, Terence McElvaney and Pete Lunn on the theme of broadband regulatory policy. Their online experimental evidence suggests that puffery and hyperbolic claims in broadband advertising significantly distort broadband consumers’ choices. Their analysis suggests that consumer welfare losses associated with unregulated broadband advertising are likely to be significant – a crucial policy insight given all consumers’ increasing need for cheap and reliable access to fast broadband.

JBEP 3(2) is a shorter issue than usual because its release coincides with the release of a Special Issue – which presents a range of insights from academics and practitioners exploring the question of “Nudging - What Works?”. This will be landing on the JBEP webpages in the next couple of days.

With many thanks as always to all our authors and reviewers for their efforts and insights.

MICHELLE BADDELEY
University of Technology Sydney

Respecting autonomy: “Information first, then opinion” is more effective than “opinion first, then information	5-10
<i>Hasan Sheikh and Cass R. Sunstein</i>	
Nudging’ responses to marketing emails: Evidence from London Fireworks Campaign	11-16
<i>Alice Gimblett and Daryna Grechyna</i>	
An experiment for regulatory policy on broadband speed advertising	17-24
<i>Shane Timmons, Terence J. McElvaney and Peter D. Lunn</i>	
Book Reviews	
A Book Review of two, short, books on Behavioral Economics	25-26
Reviewed by <i>Roger Frantz</i>	