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Sunstein Cass Sunstein's
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Nudge: Improving
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Richard H. Thaler

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Nudge Book Review

Nudging Better

Consumer Decisions:

Provide Useful

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Nudge: Improving
Decisions About Health,
Wealth, and Happiness
by Richard H. Thaler
and Cass R. Sunstein
has a simple premise.

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Unlike classical economic theory, where people are fully rational and always do things in their best interest, we are really lazy, uninformed, and unmotivated.

Nudge: Improving
Decisions About Health,
Wealth, and ...

In Nudge, Richard
Thaler and Cass Sunstein
discuss at length how

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choices are designed and how we can make better decisions in personal finance, health,

relationships, etc. A few takeaways: • A

‘ Nudge ’ is anything which pushes people slightly in one direction or to make some decision through context and design. It is a ‘ choice architecture ’ which alters people ’ s behavior

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in a predictable way
without restricting any
options.

About Health

Nudge: Improving
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Wealth, and ...

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Nudge: Improving decisions about health, wealth, and happiness. Thaler, Richard H. & Sunstein, Cass R. (Eds.),

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Yale University Press:
New Haven, CT, 2008)

Nudge: Improving
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Richard H. Thaler and
Cass R. Sunstein. p. cm.
Includes bibliographical
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1. Economics—
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2. Choice (Psychology)
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3. Decision
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Nudge: Improving
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The “ Nudge:

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Improving Decisions About Health, Wealth, and Happiness ” is a very simple and well-explained book about life. Richard H. Thaler is the author of this book. Richard H. Thaler was awarded the 2017 Nobel Prize in Economics.

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Nudge: Improving Decisions About Health, Wealth, and Happiness (2008), a business self-help book by Richard H. Thaler and Cass R. Sunstein, explores the myriad of small factors that influence decision making and the things we can do to ensure that we are making the best possible decisions. The authors are both

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professors.
Improving

Decisions

Nudge Summary |
SuperSummary

Nudge: Improving
Decisions about Health,
Wealth, and Happiness is

a book written by
University of Chicago
economist Richard H.
Thaler and Harvard Law
School Professor Cass R.
Sunstein, first published
in 2008. The book draws

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on research in
psychology and
behavioral economics to
defend libertarian
paternalism and active
engineering of choice
architecture. The book
received largely positive
reviews. The Guardian
described it as "never
intimidating, always
amusing and elucidating:
a jolly economic

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About Health, Wealth,
and ...

From Cass R. Sunstein
and Richard H. Thaler,
winner of the 2017 Nobel

Prize in Economics,
Nudge is the book that
has changed the way we
think about decision-
making Nudge is about
choices - how we make
them and how we can
make better ones. Every
day we make decisions:

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about the things that we buy or the meals we eat; about the investments we make or our children's health and education; even the causes that we champion or the planet itself.

Nudge: Improving
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winner of the 2017 Nobel Prize in Economics, Nudge is the book that changed the way we think about decision-making. Nudge is about choices - how we make them and how we can make better ones. Every day we make decisions: about the things that we buy or the meals we eat; about the investments we make or our children's

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Richard H. Thaler , Cass
R. Sunstein Yale
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Business & Economics -
293 pages

Nudge: Improving
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Every day we make
choices—about what to
buy or eat, about
financial investments or
our children ' s health
and education, even
about the causes we
champion or the planet

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itself. Unfortunately, we often choose poorly.

Nudge is about how we make these choices and how we can make better ones. Using dozens of eye-opening examples and drawing on decades of behavioral science research, Nobel Prize winner Richard H.

Thaler and Harvard Law School professor Cass R. Sunstein show that no

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choice is ...
Improving

Decisions
Nudge: Improving
Decisions About Health,
Wealth, and...

Our mistakes make us
poorer and less healthy;
we often make bad
decisions involving
education, personal
finance, health care,
mortgages and credit
cards, the family, and
even the planet itself. In

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Nudge, Thaler and Sunstein invite us to enter an alternative world, one that takes our humanness as a given. They show that by knowing how people think, we can design choice environments that make it easier for people to choose what is best for themselves, their families, and their society.

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Nudge: Improving
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and Happiness

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Wealth, and ...

Ninety percent of all drivers think they are above average behind the wheel, ” . Richard H.

Thaler, Nudge:

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optimism is a pervasive feature of human life; it characterizes most people in most social

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people are fully rational

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When it was published in 2008, Richard Thaler and Cass Sunstein 's *Nudge: Improving Decisions About Health, Wealth, and Happiness* quickly became one of the most influential books in modern economics and politics. Within a short time, it had inspired whole government departments in the US and UK, and others as far

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afield as Singapore. One of the keys to Nudge ' s success is Thaler and Sunstein ' s ability to create a detailed and persuasive case for their take on economic decision-making. Nudge is not a book packed with original findings or data; instead it is a careful and systematic synthesis of decades of research into behavioral economics.

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The discipline challenges much conventional economic thought – which works on the basis that, overall, humans make rational decisions – by focusing instead on the ‘irrational’ cognitive biases that affect our decision making. These seemingly in-built biases mean that certain kinds of economic decision-

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making are predictably irrational. Thaler and Sunstein prove themselves experts at creating persuasive arguments and dealing effectively with counter-arguments. They conclude that if governments understand these cognitive biases, they can 'nudge' us into making better decisions for ourselves.

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The best-selling author of
Simpler offers an
argument for protecting
people from their own
mistakes.

* Our summary is short,
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simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover that thanks to the nudge theory - that is, soft inducement - it is possible to inspire the right decision without resorting to restrictions or prohibitions. You will also discover that :

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mistakes and bad decisions are common; not everyone is ready for change; gentle prompting allows the individual to be motivated to change, without rushing him or her; there are ground rules for determining the right nudge for each situation; well-placed nudges are better than some well-established rules; generally speaking,

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nudges are good for society and your wallet. Every day, you have to make decisions or choices. But you don't have the time to devote your full attention to them, which can lead you to make mistakes.

However, a gentle incentive to make the right choice, to take the right path, will help you to avoid going straight

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into the wall. This is the principle of the nudge: to indicate to a person, in all benevolence, the path to take so that they feel better. This is why paternalistic libertarians advocate its use. Are you ready to discover the benefits of gentle encouragement? *Buy now the summary of this book for the modest price of a cup of coffee!

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In *The Ethics of
Influence*, Cass R.

Sunstein investigates the
ethical issues

surrounding government
nudges, choice
architecture, and
mandates.

When it was published in
2008, Richard Thaler and

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Cass Sunstein's *Nudge: Improving Decisions About Health, Wealth, and Happiness* quickly became one of the most influential books in modern economics and politics. Within a short time, it had inspired whole government departments in the US and UK, and others as far afield as Singapore. One of the keys to *Nudge's*

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skills that go into making a persuasive argument.

Draws on behavioral psychology and economics to trace U.S. policy changes that reflect smarter and simpler government practices while preserving freedom of choice in areas ranging from mortgages and student loans to food labeling

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