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

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Sunstein (Author) >

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Nudge, by Richard And
Thaler and Cass
Sunstein (of the
University of Chicago)
wrote the book as a
manifesto to “improve
decisions about health,
wealth, and
happiness.”

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The Nudge blog is the
online companion to

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Richard Thaler and
Cass Sunstein's

“Nudge: Improving
Decisions About
Health, Wealth, and
Happiness.” Here you'll
find much more about
nudging, choice
architecture, libertarian
paternalism, and many
other terms you won't
read about in standard
economics books.

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Yale University Press

New Haven & London

**Nudge: Improving
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Nudge: Improving

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Richard H. Thaler ,

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Cass R. Sunstein Yale
University Press, 2008
- Business & Economics
- 293 pages

Richard H Thaler

Nudge: Improving Decisions about Health, Wealth, and

...

In behavioral science,
the concept of "Nudge"
has been attracting
many researchers to
make decision making
of individuals leading
to desirable situations
by means of indirect

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suggestions [26]. ...

**(PDF) NUDGE:
Improving Decisions
About Health,
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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 on

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Richard H. Thaler

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

**Nudge (book) -
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Decisions About
Health, Wealth And
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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: about
the things that we buy
or the meals we eat;
about the investments

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Decisions About
we make or our
children's health and
education; even the
causes that we
Richard H Thaler
champion or the planet
itself.

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

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Decisions About
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
professors.

Nudge Summary | SuperSummary

The "Nudge: Improving
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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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Thaler and Sunstein:
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By a nudge we mean anything that influences our choices. A school cafeteria might try to nudge kids toward good diets by putting the healthiest foods at front.

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320. ... can lead us to

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Richard H. Thaler

make bad decisions. But by knowing how people think, we can use sensible “choice architecture” to nudge people toward the best decisions for ourselves, our families, and our society, without restricting our freedom of choice. ... It will improve your ...

Nudge: Improving Decisions about Health, Wealth, and

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Decisions About

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Happiness

Richard H Thaler

Abstract: A groundbreaking discussion of how we can apply the new science of choice architecture to nudge people toward decisions that will improve their lives by making them healthier, wealthier, and more free

Nudge : improving decisions about health, wealth, and

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From the winner of the 2017 Nobel Prize in Economics Summary of Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard Thaler and Cass Sunstein provides insightful and revelatory information on how we make decisions

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**Praise For Nudge: And
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the way I think about
the world." —Steven D.
Levitt, coauthor of
Freakonomics
"Engaging and
insightful..."

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Richard H Thaler

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R. Sunstein (Author)
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