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Improving Decisions · Richard H.  
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In Nudge, Richard Thaler and Cass Sunstein discuss at length how choices are designed and how we can make better decisions in personal finance, health, relationships, etc. A few takeaways: □ A □Nudge□ is

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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 in a predictable way without restricting any options.

Nudge: Improving Decisions About

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Richard H. & Sunstein, Cass R. (Eds.),  
Yale University Press: New Haven,

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ISBN 978-0-300-12223-7 (cloth : alk.  
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Nudge: Improving Decisions About  
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The "Nudge: 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.  
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H. Thaler and Cass R. Sunstein,

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Health, Wealth And  
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.

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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 research in psychology and behavioral economics to defend libertarian paternalism and

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active engineering of choice  
architecture. The book received largely  
positive reviews. The Guardian  
described it as "never intimidating,  
always amusing and elucidating: a jolly  
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Richard H. Thaler , Cass R. Sunstein  
Yale University Press , 2008 -  
Business & Economics - 293 pages

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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 itself. Unfortunately, we often choose poorly. Nudge is about how we make these

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Health Wealth And 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 choice is ...

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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 Nudge, Thaler and Sunstein

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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 Decisions About  
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Richard H. Thaler , Cass R. Sunstein

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Nudge: Improving Decisions about  
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Ninety percent of all drivers think they  
are above average behind the wheel,□.

□ Richard H. Thaler, Nudge: Improving  
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optimism is a pervasive feature of human life; it characterizes most people in most social categories.

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