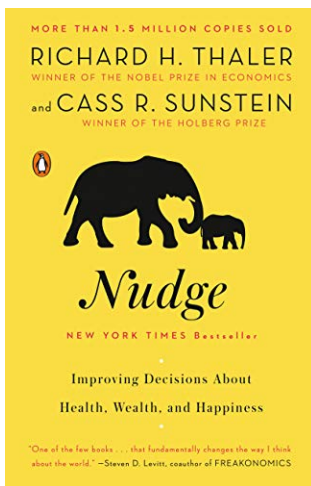


[PDF] Nudge: Improving Decisions About Health, Wealth, And Happiness

Cass R. Sunstein, Richard H. Thaler - pdf download free book



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Description:

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"[An] utterly brilliant book. . . . *Nudge* won't nudge you—it will knock you off your feet." —**Daniel Gilbert, author of *Stumbling on Happiness***

"*Nudge* is as important a book as any I've read in perhaps twenty years. It is a book

that people interested in any aspect of public policy should read. It is a book that people interested in politics should read. It is a book that people interested in ideas about human freedom should read. It is a book that people interested in promoting human welfare should read. If you're not interested in any of these topics, you can read something else." —**Barry Schwartz, *The American Prospect***

"This book is terrific. It will change the way you think, not only about the world around you and some of its bigger problems, but also about yourself." —**Michael Lewis, author of *Moneyball***

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Common "Nudges"

- **The design of menus gets you to eat (and spend) more.** For example, lining up all prices on either side of the menu leads many consumers to simply pick the cheapest item. On the other hand, discretely listing prices at the end of food descriptions lets people read about the appetizing options first...; and then see prices.
- **"Flies" in urinals improve, well, aim.** When Amsterdam's Schiphol Airport was faced with the not uncommon issue of dirty urinals, they chose a unique solution: by painting "flies" in the (center of) commodes, men obligingly aimed at the insects, reducing spillage by 80 percent.
- **Credit card minimum payments affect repayment schedules.** Among those who only partially pay off credit card balances each month, the repayment level is correlated with the card's minimum payment — in other words, the lower the minimum payment, the longer it takes a consumer to pay off the card balance.
- **Automatic savings programs increase savings rate.** All over the country, companies are adopting the Save More Tomorrow program: firms offer employees who are not saving very much the option of joining a program in which their saving rates are automatically increased whenever they get a raise. This plan has more than tripled saving rates in some firms, and is now offered by thousands of employers.
- **"Defaults" can improve rates of organ donation.** In the United States, about one-third of citizens have signed organ donor cards. Compare this to Austria, where 99 percent of people are potential organ donors. One obvious difference? Americans must explicitly consent to become organ donors (by signing forms, for example) while Austrians must opt out if they do not want to be organ donors.

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Volume 26 Issue 3. Nudge: Improving Decisions about Health, Wealth, and English Français. Economics & Philosophy. Fumagalli, Roberto 2016. Decision sciences and the new case for paternalism: three welfare-related justificatory challenges. Social Choice and Welfare, Vol. 47, Issue. 2, p. 459. You can read this before Nudge: Improving Decisions About Health, Wealth, and Happiness PDF EPUB full Download at the bottom. For fans of Malcolm Gladwell's Blink and Nobel Prize winner Daniel Kahneman's Thinking Fast and Slow, a revelatory new look at how we make decisions A New York Times bestseller An Economist Best Book of the Year A Financial Times Best Book of the Year Nudge is about choices—how we make them and how we can make better ones. Drawing on decades of research in the fields of behavioral science and economics, authors Richard H. Thaler and Cass R. Sunstein offer a new perspective Invited Book Review "Nudge: Improving decisions about health, wealth and happiness". 2. Applied Public Health Chair Feature: Dr. Janice Sargeant. "Nudge: Improving decisions about health, wealth and happiness. By R.H. Thaler and C.R. Sunstein." stating that they are supportive of some redistribution of wealth, and that "a good society makes trade-offs between protecting the unfortunate and

Health, Wealth, and Happiness. Richard H. Thaler. Many colleagues made the book a lot better. For insights, hints, and even a few nudges beyond the call of both friendship and duty, we single out Shlomo Benartzi, Elizabeth Emens, Nick Epley, Dan Gilbert, Tom Gilovich, Jonathan Guryan, Justine Hastings, Christine Jolls, Daniel Kahneman Thaler, Richard H., 1945. Nudge : improving decisions about health, wealth, and happiness / Richard H. Thaler and Cass R. Sunstein. p. cm. Includes bibliographical references and index. ISBN 978-0-300-12223-7 (cloth : alk. paper) 1. Economics—Psychological aspects. 2. Choice (Psychology)—Economic aspects. 3. Decision making—Psychological aspects. PART III HEALTH 10 Prescription Drugs: Part D for Daunting 159 11 How to Increase Organ Donations 175 12 Saving the Planet 183. PART IV FREEDOM 13 Improving School Choices 199 14 Should Patients Be Forced to Buy Lottery Tickets? 207 15 Privatizing Marriage 215. PART V EXTENSIONS AND OBJECTIONS 16 A Dozen Nudges 229 17 Objections 236 18 The Real Third Way 252. 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 choice is ever presented to us in a neutral way, and that we are all susceptible to biases that can lead us to 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