

Inside The Nudge Unit: How Small Changes Can Make A Big Difference

Many investors are frightened of investing in commercial real estate. But with residential real estate struggling, the time is right to make the switch to commercial properties. Trump University Commercial Real Estate Investing 101 takes the fear out of commercial investing with easy-to-understand, step-by-step principles that will make you successful and lower your risk. You'll learn the differences between residential and commercial properties, how to invest profitably in your spare time, and much more.

An upbeat cultural evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly. 150,000 first printing.

This work presents an introduction to the concept of social capital - a term which refers to the social networks, informal structures and norms that facilitate individual and collective action.

Starting a much needed conversation about the ethics and impacts of the behavioural psychology, manipulation and the strategy of fear that is so deeply embedded in government.

How the UK Government Weaponised Fear During the COVID-19 Pandemic

Choice Hacking

Behavioral Science and Public Policy

Why Nudge?

The Politics of Libertarian Paternalism

Think Small

The Science of Getting from Where You Are to Where You Want to Be

According to conventional wisdom, government may intervene when private markets fail to provide goods and services that society values. This view has led to the passage of much legislation and the creation of a host of agencies that have attempted, by exquisitely detailed regulations, to compel legislatively defined behavior in a broad range of activities affecting society as a whole—health care, housing, pollution abatement, transportation, to name only a few. Far from achieving the goals of the legislators and regulators, these efforts have been largely ineffective; worse, they have spawned endless litigation and countless administrative proceedings as the individuals and firms on who the regulations fall seek to avoid, or at least soften, their impact. The result has been long delays in determining whether government programs work at all, thwarting of agreed-upon societal aims, and deep skepticism about the power of government to make any difference. Strangely enough in a nation that since its inception has valued both the means and the ends of the private market system, the United States has rarely tried to harness private interests to public goals. Whenever private markets fail to produce some desired good or service (or fail to deter undesirable activity), the remedies proposed have hardly ever involved creating a system of incentives similar to those of the market place so as to make private choice consonant with public virtue. In this revision of the Godkin Lectures presented at Harvard University in November and December 1976, Charles L. Schultze examines the sources of this paradox. He outlines a plan for government intervention that would turn away from the direct "command and control" regulating techniques of the past and rely instead on market-like incentives to encourage people indirectly to take publicly desired actions.

Behaviorally informed health policy? : patient autonomy, active choosing, and paternalism / Cass R. Sunstein -- Three choice architecture paradigms for healthcare policy / Russell Korobkin -- Can behavioral economics save healthcare reform? / Alan M. Garber -- Seven ways of applying behavioral science to health policy / Michael Hallsworth -- What can PPACA teach us about behavioral law & economics? / David A. Hymen and Thomas S. Ulen -- Bad medicine : does the unique nature of healthcare decisions justify nudges? / Mark D. White -- Nudging and benign manipulation for health / Nir Eyal -- The political morality of nudges in healthcare / Jonathan Gingerich -- An ethical framework for public health nudges: a case study of incentives as nudges for vaccination in rural india / Jennifer Blumenthal-Barby, Zainab Shipchandler, and Julika Kaplan -- Behavioral economics and food policy : the limits of nudging / Andrea Freeman -- Cost-sharing as choice architecture / Christopher T. Robertson -- Using behavioral economics to promote physicians' prescribing of generic drugs and follow-on biologics : what are the issues? / Ameet Sarpatwari, Niteesh K. Choudhry, Jerry Avorn, and Aaron S. Kesselheim -- Towards behaviorally informed policies for consumer credit decisions in self-pay medical markets / Jim Hawkins -- Extrinsic incentives, intrinsic motivation, and motivational crowding-out in health law and policy / Kristin Underhill -- Do financial incentives reduce intrinsic motivation for weight loss? : evidence from two tests of crowding-out / Aditi P. Sen, David Huffman, George Loewenstein, David A. Asch, Jeffrey T. Kullgren, and Kevin G. Volpp -- Affective forecasting in medical decision-making : what do physicians owe their patients? / Jennifer L. Zamzow -- Behavioral economics in the physician-patient relationship : a possible role for mobile devices and small data / Alexander M. Capron and Donna Spruijt-Metz -- The perilous promise of privacy : ironic influences on disclosure of health information / Ester Moher and Khaled El Emam -- Procedural justice by default : addressing medicare's backlog crisis / Matthew J.B. Lawrence -- Measuring the welfare effects of a nudge : a different approach to evaluating the individual mandate / Manisha Padi and Abigail R. Moncrieff -- Better off dead-paternalism and persistent unconsciousness / Sarah Conly -- Improving healthcare decisions through a shared preferences and values approach to surrogate selection / Nina A. Kohn -- Consumer protection in genome sequencing / Barbara J. Evans -- Forced to choose again : the effects of defaults on individuals in terminated health plans / Anna D. Sinaiko and Richard J. Zeckhauser -- Presumed consent to organ donation / David Orentlicher

In The 5 Love Languages, you will discover the secret that has transformed millions of relationships worldwide. Whether your relationship is flourishing or failing, Dr. Gary Chapman s proven approach to showing and receiving love will help you experience deeper and richer levels of intimacy with your partner starting today.

Winner of the Nobel Prize in Economics Get ready to change the way you think about economics. Nobel laureate Richard H. Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. Misbehavior is his arresting, frequently hilarious account of the struggle to bring an academic discipline back down to earth—and change the way we think about economics, ourselves, and our world. Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying a clock radio, selling basketball tickets, or applying for a mortgage, we all succumb to biases and make decisions that deviate from the standards of rationality assumed by economists. In other words, we misbehave. More importantly, our misbehavior has serious consequences. Dismissed at first by economists as an amusing sideshow, the study of human miscalculations and their effects on markets now drives efforts to make better decisions in our lives, our businesses, and our governments. Coupling recent discoveries in human psychology with a practical understanding of incentives and market behavior, Thaler enlightens readers about how to make smarter decisions in an increasingly mystifying world. He reveals how behavioral economic analysis opens up new ways to look at everything from household finance to assigning faculty offices in a new building, to TV game shows, the NFL draft, and businesses like Uber. Laced with antic stories of Thaler’s spirited battles with the bastions of traditional economic thinking, Misbehavior is a singular look into profound human foibles. When economics meets psychology, the implications for individuals, managers, and policy makers are both profound and entertaining. Shortlisted for the Financial Times & McKinsey Business Book of the Year Award

Inside the Nudge Unit

Nudge

Psychology and Behavioral Economics

Conservation Research, Policy and Practice

Improving Decisions About Health, Wealth, and Happiness

A State of Fear

You’re Not Broken

What if you could use Nobel prize-winning science to predict the choices your customers will make? Customer and user behaviors can seem irrational. Shaped by mental shortcuts and psychological biases, their actions often appear random on the surface. In Choice Hacking, we'll learn to predict these irrational behaviors and apply the science of decision-making to create unforgettable customer experiences. Discover a framework for designing experiences that doesn't just show you what principles to apply, but introduces a new way of thinking about customer behavior. You'll finish Choice Hacking feeling confident and ready to transform your experience with science. In Choice Hacking, you'll discover:
- How to make sure your customer experience is designed for what people do (not what they say they'll do)
- How to increase the odds that customers will make the "right choice" in any environment
- How to design user experiences that drive action and engagement
- How to create retail experiences that persuade and drive brand love
- How brands like Uber, Netflix, Disney, and Starbucks apply these principles in their customer and user experiences
Additional resources included with the book:
- Access to free video Companion Course
- Access to exclusive free resources, tools, examples, and use cases online
Who will benefit from reading Choice Hacking? This book was written for anyone who wants to better understand customer and user decision-making. Whether you're a consultant, strategist, digital marketer, small business owner, writer, user experience designer, student, manager, or organizational leader, you will find immediate value in Choice Hacking. About the Author Jennifer Clinehens is currently Head of Experience at a major global experience agency. She holds a Master's degree in Brand Management as well as an MBA from Emory University's Goizueta School. Ms. Clinehens has client-side and consulting experience working for brands like AT&T, McDonald's, and Adidas, and she's helped shape customer experiences across the globe. A recognized authority in marketing and customer experience, she is also the author of CX That Sings: An Introduction To Customer Journey Mapping. To learn more about this book or contact the author, please visit ChoiceHacking.com

'Governments around the world are using behavioural insights to help people achieve their goals. This great new book shows how you can use the same tools in your own life. Go nudge yourself!'- Richard Thaler, winner of the 2017 Nobel Prize in Economics
A simple and accessible plan for success, based on seven scientifically tested steps that really work. We're often told to dream big, the sky's the limit and that nothing is impossible. While it is undoubtedly good advice to set yourself goals that have the potential to make you and those around you healthier and happier, how to reach those goals is often less clear. From getting fit or securing a new job to becoming a better manager or parent, simply setting your mind to something will rarely get you where you want to be, and big plans can quickly become overwhelming, leaving us feeling as though we've failed. Most of us set goals with very good intentions, so why do our best-laid plans so often go awry? When we're so committed to making positive changes and fulfilling our ambition at the outset, is there a way of avoiding the common roadblocks that stand between our goals and us? Thankfully, the answer is yes - and it's much easier to achieve than you might think. Working inside the world's first Nudge Unit, Owain Service and Rory Gallagher know the huge impact that small changes and clear plans, based on a scientific understanding of human behaviour, can have from an individual to an international level. For the first time, Think Smalltakes these successful approaches and translates them into an easy, simple framework that has the potential to make a big difference to all our lives.

This report discusses the use and reach of behavioural insights, drawing on a comprehensive collection of over 100 applications across the world and policy sectors.

"This book aims to demonstrate how successful policies in Singapore have integrated conventional economic principles with insights from the emerging field of behavioural economics even before the latter became popular. Using examples from various policy domains, it shows how good policy design often requires a synthesis of insights from economics and psychology. Policies should not only be compatible with economic incentives, but should also be sensitive to the cognitive abilities, limitations and biasesof citizens. Written by policy practitioners in the Singapore government, this book is an introduction to how behavioural economics and the findings from cognitive psychology can be intelligently applied to the design of public policies."--Publisher's description.

Finding Pleasure and Purpose in Everyday Life

India's Power Elite

The Ethics of Influence

Social Capital

Trump University Commercial Real Estate 101

An Institution and a Community

How Small Investors Can Get Started and Make It Big

Richer nations are happier, yet economic growth doesn't increase happiness. This paradox is explained by the Hidden Wealth of Nations - the extent to which citizens get along with other independently drives both economic growth and well-being. Much of this hidden wealth is expressed in everyday ways, such as our common values, the way we look after our children and elderly, or whether we trust and help strangers. It is a hidden dimension of inequality, and helps to explain why governments have found it so hard to reduce gaps in society. There are also deep cracks in this hidden wealth, in the form of our rising fears of crime, immigration and terror. Using a rich variety of international comparisons and new analysis, the book explores what is happening in contemporary societies from value change to the changing role of governments, and offers suggestions about what policymakers and citizens can do about it.

Now available: Nudge: The Final Edition
The original edition of the multimillion-copy New York Times bestseller by the winner of the Nobel Prize in Economics, Richard H. Thaler, and Cass R. Sunstein: a revelatory look at how we make decisions—for fans of Malcolm Gladwell ' s Blink, Charles Duhigg ' s The Power of Habit, James Clear ' s Atomic Habits, and Daniel Kahneman ' s Thinking, Fast and Slow
Named a Best Book of the Year by The Economist and the Financial Times
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 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.

The completely updated, final edition of the global bestseller - one of the most influential books of the 21st century
'Few books can be said to have changed the world, but Nudge did. The Final Edition is marvellous: funny, useful, and wise' Daniel Kahneman
Nudge has transformed the way individuals, companies and governments look at the world - and in the process has become one of the most important books of the twenty-first century. This completely updated edition offers a wealth of new insights for fans and newcomers alike - about COVID-19, diet, personal finance, retirement savings, medical care, organ donation, and climate change. Every day we make decisions: about the things we buy or the meals we eat; about the investments we make and the time we spend; about our health and that of the planet. Unfortunately, we often choose badly. We are all susceptible to biases that can lead us to make bad decisions that make us poorer, less healthy and less happy. And, as Richard Thaler and Cass Sunstein show, no choice is ever presented to us in a neutral way. But by knowing how people think, we can make it easier for them to choose what is best for themselves, for their families and for society. With brilliant insight and wonderful levity, Thaler and Sunstein demonstrate how best to nudge us in the right directions, without ever restricting our freedom of choice.

If you are in business, you are in the business of behaviour – and unless a business influences behaviour, it will not succeed. In the last 50 years we have learnt more about how we behave than over the previous 5,000. This book shows how behavioural science has revolutionised our understanding of how people really think (or don ' t) – and how we can use those insights in our businesses to influence behaviour and gain competitive advantage. Richard Chataway works for the BVA Nudge Unit, a global consultancy specialising in behavioural change, and has experience in everything from getting people to join the armed forces, drink spirits rather than wine, and buy flatpack furniture – to developing the world ' s most successful stop-smoking mobile app. Introducing the leading thinkers and practitioners from this new field (and sharing dozens of real-world examples), Richard guides readers through the hidden influences, biases and fallacies that influence the behaviour of customers, employees, and business leaders alike – and shows how we can ethically use these insights to:
• powerfully attract and retain customers
• fuel true and lasting innovation
• stand apart in the new world of increasing automation and artificial intelligence
• change workplaces and maintain happy and productive employees and teams
• and a lot more! It ' s time to shape behaviour instead of simply reacting to it. The Behaviour Business is the eye-opening, practical guide you have been waiting for.

Happiness by Design

How Small Changes Can Make a Big Difference

How to use psychology and behavioral science to create an experience that sings

Toward A Bill of Rights for Nudging

Health Law and Behavioral Economics

Examples from Singapore

Behavioural Public Policy

Compliance has become key to our contemporary markets, societies, and modes of governance across a variety of public and private domains. While this has stimulated a rich body of empirical and practical expertise on compliance, thus far, there has been no comprehensive understanding of what compliance is or how it influences various fields and sectors. The academic knowledge of compliance has remained siloed along different disciplinary domains, regulatory and legal spheres, and mechanisms and interventions. This handbook bridges these divides to provide the first one-stop overview of what compliance is, how we can best study it, and the core mechanisms that shape it. Written by leading experts, chapters offer perspectives from across law, regulatory studies, management science, criminology, economics, sociology, and psychology. This volume is the definitive and comprehensive account of compliance.

Communications are key to the success of disaster mitigation, preparedness, response, and recovery. Accurate information disseminated to the general public, to elected officials and community leaders, as well as to the media, reduces risk, saves lives and property, and speeds recovery. Disaster Communications in a Changing Media World, Second Edition, provides valuable information for navigating these priorities in the age of evolving media. The emergence of new media like the Internet, email, blogs, text messaging, cell phone photos, and the increasing influence of first informers are redefining the roles of government and media. The tools and rules of communications are evolving, and disaster communications must also evolve to accommodate these changes and exploit the opportunities they provide. Disaster Communications in a Changing Media World, Second Edition, illuminates the path to effective disaster communication, including the need for transparency, increased accessibility, trustworthiness and reliability, and partnerships with the media. Includes case studies from recent disasters including Hurricane Sandy, the 2011 tsunami in Japan, and the Boston Marathon bombings Demonstrates how to use blogs, text messages, and cell phone cameras, as well as government channels and traditional media, to communicate during a crisis Examines current social media programs conducted by FEMA, the American Red Cross, state and local emergency managers, and the private sector Updated information in each chapter, especially on how social media has emerged as a force in disaster communications

India's Power Elite is a study of the nature of power and elitism in postcolonial India. Its point of departure is the political transition under way in twenty-first-century India, with the marginalization of the Congress Party and the staging of a cultural revolution symbolized by the rise of Hindu majoritarianism. Baru deconstructs the morphology of the Indian power elite-comprising remnants of a feudal gentry, kulaks, a metropolitan business class, the civil services and a cultural elite of opinion-makers. He also examines the role of caste, class and culture in the emergence of a 'New India'. Aimed at the socially engaged reader, this book will interest both students as well as those who wield power.

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

The Hidden Wealth of Nations

How to Change

Applications for Public Policy

Lessons from Around the World

The Behavioral Code

Sludge

Inside Nudging

By the time we die, we will have spent an estimated one and a half years just watching TV commercials. Advertising is an established and ever-present force and yet, as we move into the new century, just how it works continues to be something of a mystery. In this 3rd international edition of Advertising and the Mind of the Consumer, renowned market researcher and psychologist Max Sutherland reveals the secrets of successful campaigns over a wide range of media, including the web and new media. Using many well-known international ads as examples, this book takes us into the mind of the consumer to explain how advertising messages work – or misfire – and why. Advertising and the Mind of the Consumer is not just a 'how to' book of tricks for advertisers, it is a book for everyone who wants to know how advertising works and why it influences us—for people in business with products and services to sell, for advertising agents, marketers, as well as for students of advertising and consumer behaviour. 'Essential reading for all practitioners and everyone interested in how advertising works .' – John Zeigler, DDB Worldwide. 'Finally, a book that evades the 'magic' of advertising and pins down the psychological factors that make an ad succesful or not. It will change the way you advertise and see ads.' – Ignacio Oreamuno, President, ihaveanidea.org '. reveals the secrets of effective advertising gleamed from years of sophisticated advertising research. It should be on every manager's bookshelf.' – Lawrence Ang, Senior Lecturer in Management, Macquarie Graduate School of Management 'Breakthrough thinking. I have been consulting in the advertising business and have taught graduate level advertising courses for over 20 years. I have never found a book that brought so much insight to the advertising issues associated with effective selling.' – Professor Larry Chiagouris, Pace University 'Puts the psyche of advertising on the analyst's couch to reveal the sometimes surprising mind of commercial persuasion.' – Jim Spaeth, Former President, Advertising Research Foundation

There's an 80 percent chance you're poor. Time poor, that is. Four out of five adults report feeling that they have too much to do and not enough time to do it. These time-poor people experience less joy each day. They laugh less. They are less healthy, less productive, and more likely to divorce. In one study, time stress produced a stronger negative effect on happiness than unemployment. How can we escape the time traps that make us feel this way and keep us from living our best lives? Time Smart is your playbook for taking back the time you lose to mindless tasks and unfulfilling chores. Author and Harvard Business School professor Ashley Whillans will give you proven strategies for improving your "time affluence." The techniques Whillans provides will free up seconds, minutes, and hours that, over the long term, become weeks and months that you can reinvest in positive, healthy activities. Time Smart doesn't stop at telling you what to do. It also shows you how to do it, helping you achieve the mindset shift that will make these activities part of your everyday regimen through assessments, checklists, and activities you can use right away. The strategies Whillans presents will help you make the shift to time-smart living and, in the process, build a happier, more fulfilling life.

Discover how conservation can be made more effective through strengthening links between science research, policy and practice. This title is also available as Open Access on Cambridge Core.

Every day we make countless decisions, from the small, mundane things to tackling life’s big questions, but we don’t always make the right choices. Behavioural scientist Dr David Halpern heads up Number 10’s ‘Nudge Unit’, the world’s first government institution that uses behavioural economics to examine and influence human behaviour, to ‘nudge’ us into making better decisions. Seemingly small and subtle solutions have led to huge improvements across tax, healthcare, pensions, employment, crime reduction, energy conservation and economic growth. Adding a crucial line to a tax reminder brought forward millions in extra revenue; refocusing the questions asked at the job centre helped an extra 10 per cent of people come off their benefits and back into work; prompting people to become organ donors while paying for their car tax added an extra 100,000 donors to the register in a single year. After two years and dozens of experiments in behavioural science, the results are undeniable. And now David Halpern and the Nudge Unit will help you to make better choices and improve your life.

Behavioural Economics and Policy Design

The Cambridge Handbook of Compliance

The Hidden Forces That Shape Our Decisions

Save More Tomorrow

How Far to Nudge?

How to Reclaim Your Time and Live a Happier Life

The University of Southern California

How we became so burdened by red tape and unnecessary paperwork, and why we must do better. We've all had to fight our way through administrative sludge--filling out complicated online forms, mailing in paperwork, standing in line at the motor vehicle registry. This kind of red tape is a nuisance, but, as Cass Sunstein shows in Sludge, poverty, and exacerbate inequality. Confronted by sludge, people just give up--and lose a promised outcome: a visa, a job, a permit, an educational opportunity, necessary medical help. In this lively and entertaining look at the terribleness of sludge, Sunstein explains what we can do to reduce it. Because of sludge, Sunstein, explains, too many people are entitled. Sludge even prevents many people from exercising their constitutional rights--when, for example, barriers to voting in an election are too high. (A Sludge Reduction Act would be a Voting Rights Act.) Sunstein takes readers on a tour of the not-so-wonderful world of sludge, describes justifications for certain kinds of sludge, and proposes solutions. How to reduce sludge? • How to turn temptation and inertia into assets • That giving advice, even if it's about something you're struggling with, can help you achieve more Whether you're a manager, coach, or teacher aiming to help others change for the better or are struggling to kick-start change yourself, this book offers a blueprint for achieving your goals, once and for all.

The definitive introduction to the behavioral insights approach, which applies evidence about human behavior to practical problems. Our behavior is strongly influenced by factors that lie outside our conscious awareness, although we tend to underestimate the power of this “automatic” side of our behavior. As a result, governments make it difficult for individuals make unrealistic plans. In contrast, the behavioral insights approach applies evidence about actual human behavior—rather than assumptions about it—to practical problems. This volume in the MIT Press Essential Knowledge series, written by two leading experts in the field, offers an accessible introduction to behavioral insights and its applications. Examples include: • How to turn temptation and inertia into assets • That giving advice, even if it’s about something you’re struggling with, can help you achieve more Whether you’re a manager, coach, or teacher aiming to help others change for the better or are struggling to kick-start change yourself, this book offers a blueprint for achieving your goals, once and for all.

Turning an uphill battle into a downhill one is the key to success. Drawing on Milkman's original research and the work of her world-renowned scientific collaborators, How to Change shares strategic methods for identifying and overcoming common barriers to change, such as impulsivity, procrastination, and forgetfulness. Through case studies, you'll learn how to make change stick. • How to turn temptation and inertia into assets • How to turn temptation and inertia into assets • That giving advice, even if it’s about something you’re struggling with, can help you achieve more Whether you're a manager, coach, or teacher aiming to help others change for the better or are struggling to kick-start change yourself, this book offers a blueprint for achieving your goals, once and for all.

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The Public Use of Private Interest

Implementing Behavioral Science Initiatives

How to apply behavioural science for business success

Advertising and the Mind of the Consumer

How small changes can make a big difference

The Surprisingly Simple Ways to Reach Big Goals

What works, what doesn't and why

A 2022 PROSE Award finalist in Legal Studies and Criminology
A 2022 American Bar Association Silver Gavel Award Finalist
A Behavioral Scientist’s Notable Book of 2021
Freakonomics for the law—how applying behavioral science to the law can fundamentally change and explain misbehavior
Why do most Americans wear seatbelts but continue to speed even though speeding fines are higher? Why could park rangers reduce theft by removing “no stealing” signs? Why was a man who stole 3 golf clubs sentenced to 25 years in prison? Some laws radically change behavior whereas others are consistently ignored and routinely broken. And yet we keep relying on harsh punishment against crime despite its continued failure. Professors Benjamin van Rooij and Adam Fine draw on decades of research to uncover the behavioral code: the root causes and hidden forces that drive human behavior and our responses to society’s laws. In doing so, they present the first accessible analysis of behavioral jurisprudence, which will fundamentally alter how we understand the connection between law and human behavior. The Behavioral Code offers a necessary and different approach to battling crime and injustice that is based in understanding the science of human misconduct—rather than relying on our instinctual drive to punish as a way to shape behavior. The book reveals the behavioral code’s hidden role through illustrative examples like:

- The illusion of the US’s beloved tax refund
- German walls that “pee back” at public urinators
- The \$1,000 monthly “good behavior” reward that reduced gun violence
- Uber’s backdoor “Greyball” app that helped the company evade Seattle’s taxi regulators
- A \$2.3 billion legal settlement against Pfizer that revealed how whistleblower protections fail to reduce corporate malfeasance
- A toxic organizational culture playing a core role in Volkswagen’s emissions cheating scandal
- How Peter Thiel helped Hulk Hogan sue Gawker into oblivion

Revelatory and counterintuitive, The Behavioral Code catalyzes the conversation about how the law can effectively improve human conduct and respond to some of our most pressing issues today, from police misconduct to corporate malfeasance.

One of the world’s top experts in behavioral finance offers innovative strategies for improving 401(k) plans. Half of Americans do not have access to a retirement saving plan at their workplace. Of those who do about a third fail to join. And those who do join tend to save too little and often make unwise investment decisions. In short, the 401(k) world is in crisis, and workers need help. Save More Tomorrow provides that help by focusing on the behavioral challenges that led to this crisis inertia, limited self-control, loss aversion, and myopia—and transforms them into behavioral solutions. These solutions, or tools, are based on cutting edge behavioral finance research and they can dramatically improve outcomes by, for example, helping employees: -Save, even if they aren’t ready to do so now, by using future enrollment. -Save more by showing them images of their future selves. -Save smarter by reshuffling the order of funds on the investment menu. Save More Tomorrow is the first comprehensive application of behavioral finance to improve retirement outcomes. It also makes it easy for plan sponsors and their advisers to apply these behavioral tools using its innovative Behavioral Audit process.

Behavioural public policies, or nudges, have become increasingly popular in recent years, with governments keen to use light-touch interventions to improve the success of their public policies. In this unique book, Peter John explores nudges, their successes and limitations, and sets out a bold manifesto for the future of behavioural public policy.This book traces the beginnings of nudge in behavioural economics and tracks the adoption of its core ideas by policy-makers, providing examples of successful applications. By considering the question ‘how far to nudge?’, John reviews why it is crucial for governments to address citizen behaviours, and reviews the criticisms of nudge and its ethical limitations. Looking to its future, this book proposes the adoption of a radical version of nudge, nudge plus, involving increased feedback and more engagement with citizens.How Far to Nudge? will be a vital text for students of behavioural public policy and policy analysis, as well as for anyone looking for an introduction to nudge policy and an explanation for its growth in popularity.

In one way or another, we all carry trauma. It can manifest as anxiety, shame, low self-esteem, over-eating, under-eating, addiction, depression, confusion, people-pleasing, under-earning, low mood, negative thinking, social anxiety, anger, brain fog and more. Traumas, big or ‘little’, leave us trapped in cycles of dysfunctional behaviours, negative thoughts and difficult feelings. Yet many people are unaware they’re stuck in old reactions and patterns that stem from their past traumas. Many of us are wary of the word and push it away instead of moving towards it and learning how to break free. Dr Sarah Woodhouse is a Research Psychologist who specialises in trauma and is passionate about helping people face this word and their past. In You’re Not Broken she teaches you what a trauma is (it’s probably not what you think), and how to recognise when, why and how your past is holding you back. She gently explains the pitfalls of ignoring awkward, upsetting episodes and how true freedom comes from looking back at your past with honesty. Then, sharing the latest research-based techniques and her own personal experience, she guides you towards breaking the trauma loop, reawakening your true self and reclaiming your future.

Misbehaving: The Making of Behavioral Economics

Predictably Irrational

The Five Love Languages

Behavioural Insights and Public Policy Lessons from Around the World

Disaster Communications in a Changing Media World

Time Smart

Break free from trauma and reclaim your life

Behavioral science is playing an increasing role in public policy, and it is raising new questions about fundamental issues - the role of government, freedom of choice, paternalism, and human welfare. In diverse nations, public officials are using behavioral findings to combat serious problems - poverty, air pollution, highway safety, COVID-19, discrimination, employment, climate change, and occupational health. Exploring theory and practice, this Element attempts to provide one-stop shopping for those who are new to the area and for those who are familiar with it. With reference to nudges, taxes, mandates, and bans, it offers concrete examples of behaviorally informed policies. It also engages the fundamental questions, include the proper analysis of human welfare in light of behavioral findings. It offers a plea for respecting freedom of choice - so long as people’s choices are adequately informed and free from behavioral biases.

Inside Nudging is written for management professionals and scientists to feed their thinking and discussions about implementing behavioral science initiatives (which includes behavioral economics and finance) in business settings. Situations include the incubation of innovation centers, behavioral science overlay capabilities, and advancement of existing organizations. Companies need to develop grit - the ability and fortitude to succeed. The book introduces the Behavioral GRITTM framework and covers key takeaways in leading an organization that implements behavioral science. Behavioral GRITTM stands for the business functions related to Goals, Research, Innovation, and Testing. The chapters are complemented by an appendix which covers ideas to introduce behavioral science initiatives. I argue that first a company needs to identify its goals and identify what type of predominant organization model it wants to pursue. There are five predominant organizational models I’ve seen. I also offer that a company should consider a number of implementation elements that may play a role during execution. Example elements include an advisory board and a behavioral science officer. Note that the purpose of this book is not to teach people about behavioral science; there are many other books out there for those purposes. That said, Inside Nudging introduces some behavioral science concepts to provide context and help develop a common language between management professionals and scientists. I see the application of behavioral science as still being in the early adoption phase. Many companies will benefit if they take time to develop the right approach. I hope Inside Nudging helps you with your journey. Stephen Shu Praise for Inside Nudging - More at www.InsideNudging.com "Steve Shu's thoughtful and very readable book Inside Nudging provides a unique opportunity to understand how the research from behavioral science can be best exploited by business. While many popular books on behavioral science make a strong case for the value of the research, none have addressed how to exploit it in such a helpful and practical manner. A rarely mentioned secret brought into full view here is the fact that using behavioral science effectively is not so straightforward. Written specifically for business people and consultants Steve Shu shares his wide experience of consulting to explain the challenges and pitfalls of translating the ideas and findings of academic research into actionable solutions for real business problems. This book shows you how by giving examples of how real consultancy projects were shaped to deliver valuable results for working businesses. Inside Nudging acts as an intelligent interface between the ideas of the nerds in academia and the needs of real business people and offers tremendous potential for any business that needs to understand how people respond to their actions." - Peter Ayton, Professor, Associate Dean of Research and Deputy Dean, Social Sciences, City University London "Steve Shu has written an excellent book for companies looking to get started with behavioral economics. Through his use of case studies and actionable takeaways, he does a great job showing how decades of research can be combined with other business elements to accomplish amazing results. Inside Nudging is like an executive guidebook for practitioners." - Dilip Soman, Professor and Corus Chair in Communications Strategy, Co-Director, Behavioural Economics in Action at Rotman (BEAR), Rotman School of Management, University of Toronto; Author of The Last Mile "This may be a CEO or manager’s first glimpse into how they can utilize behavioral science initiatives within their own company or life." - Jenna Gould, San Francisco Book Review

With a foreword by Richard Thaler, winner of the Nobel Prize in Economics! New Updated Edition, 2019. Dr David Halpern, behavioural scientist and head of the government’s Behavioural Insights Team, or Nudge Unit, invites you inside the unconventional, multi-million pound saving initiative that makes a big difference through influencing small, simple changes in our behaviour. Using the application of psychology to the challenges we face in the world today, the Nudge Unit is pushing us in the right direction. This is their story.

Psychology and Behavioral Economics offers an expert introduction to how psychology can be applied to a range of public policy areas. It examines the impact of psychological research for public policymaking in economic, financial, and consumer sectors; in education, healthcare, and the workplace; for energy and the environment; and in communications. Your energy bills show you how much you use compared to the average household in your area.

Your doctor sends you a text message reminder when your appointment is coming up. Your bank gives you three choices for how much to pay off on your credit card each month. Wherever you look, there has been a rapid increase in the importance we place on understanding real human behaviors in everyday decisions, and these behavioral insights are now regularly used to influence everything from how companies recruit employees through to large-scale public policy and government regulation. But what is the actual evidence behind these tactics, and how did psychology become such a major player in economics? Answering these questions and more, this team of authors, working across both academia and government, present this fully revised and updated reworking of Behavioral Insights for Public Policy. This update covers everything from how policy was historically developed, to major research in human behavior and social psychology, to key moments that brought behavioral sciences to the forefront of public policy. Featuring over 100 empirical examples of how behavioral insights are being used to address some of the most critical challenges faced globally, the book covers key topics such as evidence-based policy, a brief history of behavioral and decision sciences, behavioral economics, and policy evaluation, all illustrated throughout with lively case studies. Including end-of-chapter questions, a glossary, and key concept boxes to aid retention, as well as a new chapter revealing the work of the Canadian government ' s behavioral insights unit, this is the perfect textbook for students of psychology, economics, public health, education, and organizational sciences, as well as public policy professionals looking for fresh insight into the underlying theory and practical applications in a range of public policy areas.

Practical Behavioral Finance Solutions to Improve 401(k) Plans

Trusting Nudges

The Hidden Ways the Law Makes Us Better or Worse

Government in the Age of Behavioral Science

What Stops Us from Getting Things Done and What to Do about It

THE BEHAVIOUR BUSINESS

Assessing Behavioural Public Policy

Many "nudges" aim to make life simpler, safer, or easier for people to navigate, but what do members of the public really think about these policies? Drawing on surveys from numerous nations around the world, Sunstein and Reisch explore whether citizens approve of nudge policies. Their most important finding is simple and striking. In diverse countries, both democratic and nondemocratic, strong majorities approve of nudges designed to promote health, safety, and environmental protection—and their approval cuts across political divisions. In recent years, many governments have implemented behaviorally informed policies, focusing on nudges—understood as interventions that preserve freedom of choice, but that also steer people in certain directions. In some circles, nudges have become controversial, with questions raised about whether they amount to forms of manipulation. This fascinating book carefully considers these criticisms and answers important questions. What do citizens actually think about behaviorally informed policies? Do citizens have identifiable principles in mind when they approve or disapprove of the policies? Do citizens of different nations agree with each other? From the answers to these questions, the authors identify six principles of legitimacy—a "bill of rights" for nudging that build on strong public support for nudging policies around the world, while also recognizing what citizens disapprove of. Their bill of rights is designed to capture citizens' central concerns, reflecting widespread commitments to freedom and welfare that transcend national boundaries.

In this accessible collection, leading academic economists, psychologists and philosophers apply behavioural economic findings to practical policy concerns.

As a Professor of Behavioural Science at the London School of Economics, Dolan conducts original research into the measurement of happiness and its causes and consequences, including the effects of our behaviour. Here he creates a new outlook on the pursuit of happiness - it's not just how you feel, it's how you act.

Happiness by Design shows that being happier requires us to actively re-design our immediate environment. Enough has been written on how to think happy. Happiness by Design is about how to behave happy and how to incorporate the most recent research findings into our everyday lives.

Behavioral Insights

The Final Edition

Nudging Health