

File Type PDF
Nudge: Improving
Decisions About

**Nudge:
Improving
Decisions
About
Health,
Wealth And
Happiness**

**Draws on
behavioral**

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Nudge: Improving
Decisions About
Health, Wealth
And Happiness
**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**

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Decisions About

Health, Wealth

And Happiness

**food labeling and health care.
Cass Sunstein considers actual and imaginable arguments for a president's removal, explaining why some cases are easy and others hard, why some arguments for impeachment are**

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Decisions About
Health, Wealth
and Happiness

**judicious and
others not. In
direct and
approachable
terms, he dispels
the fog
surrounding
impeachment so
that all
Americans may
use their
ultimate civic
authority wisely.
Nudge:**

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Nudge: Improving
Decisions About
Health, Wealth,
and Happiness
by Richard H.
Thaler and Cass
R. Sunstein -
Book Summary -
Readtrepreneur
(Disclaimer: This
is NOT the
original book,
but an unofficial
summary.) You

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Nudge: Improving

Decisions About

Health, Wealth,

And Happiness

make decisions every day. Learn how to make the right ones.

Nudge will provide you with a system for making both simple and complex decisions. With a simple nudge, you will never make the wrong

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Health, Wealth
And Happiness

**choice again.
(Note: This
summary is
wholly written
and published by
readtrepreneur.
It is not affiliated
with the original
author in any
way) "The false
assumption is
that almost all
people, almost
all of the time,**

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Health, Wealth,
And Happiness

**make choices
that are in their
best interest or
at the very least
are better than
the choices that
would be made
by someone
else." - Richard
H. Thaler and
Cass R. Sunstein
Through a series
of examples and
using the results**

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Health, Wealth
and Happiness
**of decades-long
behavioral
research, Nobel
Prize winner
Richard H. Thaler
and Harvard Law
School professor
Cass R. Sunstein
demonstrate
that most of our
decisions are
influenced in a
number of ways,
which can lead**

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Health, Wealth
And Happiness

**us to making
poor choices. By
knowing how
people's
decisions are
influenced, you
will be able to
learn how to
make better
choices and how
to nudge the
people around
you in the right
direction.**

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Nudge: Improving

Decisions About

Health, Wealth,

And Happiness

Authors Richard H. Thaler Cass R. Sunstein stress the importance of understanding what influences our decision making process, in order to improve our decisions about health, wealth and happiness. P.S. Nudge is an

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Health, Wealth
and Happiness

**extremely useful
book that will
help you make
the right choices
in life. By
understanding
the psychology
behind making
decisions, you
will also be able
to help the
people around
you and use this
knowledge in**

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Decisions About
your work. The
Health, Wealth
Time for
Thinking is Over!
Time for Action!
Scroll Up Now
and Click on the
"Buy now with
1-Click" Button
to Grab your
Copy Right
Away! Why
Choose Us,
Readtrepreneur?
- Highest Quality

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Health, Wealth,

And Happiness

**Summaries -
Delivers Amazing
Knowledge -
Awesome
Refresher - Clear
And Concise
Disclaimer Once
Again: This book
is meant for a
great
companionship
of the original
book or to simply
get the gist of**

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Nudge: Improving
Decisions About
**the original
book.**

**This is among
the most
significant ways
in which they
effect social
change, yet we
are just
beginning to
understand the
power and
impact of default
rules. Many**

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Health, Wealth

And Happiness

**central questions
remain**

unanswered:

**When should
governments set
such defaults,
and when should
they insist on
active choices?**

**How should such
defaults be
made? What
makes some
defaults**

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Health, Wealth,

And Happiness

successful while others fail? Cass R. Sunstein has long been at the forefront of developing public policy and regulation to use government power to encourage people to make better decisions. In this major new

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and Happiness

**book, Choosing
Not to Choose,
he presents his
most complete
argument yet for
how we should
understand the
value of choice,
and when and
how we should
enable people to
choose not to
choose. The
onset of big data**

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Health, Wealth,
And Happiness

**gives
corporations and
governments the
power to make
ever more
sophisticated
decisions on our
behalf,
defaulting us to
buy the goods
we predictably
want, or vote for
the parties and
policies we**

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Decisions About
Health, Wealth
predictably
support.

Nudge
Happiness
Tradeoffs in
Protecting
Health and the
Environment
Forge Resiliency
and Mental
Toughness to
Succeed at an
Elite Level
Summary of
Richard Thaler's

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and Happiness

Improving

Decisions About

Health, Wealth,

and Happiness

Unbeatable Mind

Offering a

groundbreaking

study of the

application of

the science of

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choice, a guide
Health, Wealth

that uses
And Happiness

colorful
examples from
all aspects of
life

demonstrates

how it is

possible to

design

environments

that make it

more likely for

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Health, Wealth
And Happiness

us to act in
our own
interests.

At the dawn of
the information
age, a proper
understanding
of information
and how it
relates to
matter and
energy is of
utmost

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importance for
Health, Wealth

the survival of
civilisation.

Yet, attempts

to reconcile

information

concepts

underlying

science and

technology with

those en vogue

in social

science,

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humanities, and

Health, Wealth,

And Happiness

are rather rare. This book offers a new approach, departing from fragmented information concepts. Many academics refrain from undergoing unifications,

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as most

Health, Wealth

And Happiness

are

reductionistic.

This book

contends that

it is the noble

task of an as-y

et-to-be-

developed

science of

information to

go one step in

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Decisions About
Health, Wealth
And Happiness

the direction
of a unified
theory of
information
without falling
back into
neither
reduction nor a
nthropomorphisa
tion. To be able
to succeed in
an ambitious
task like this,

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Decisions About

the book
Health, Wealth

And Happiness

advocates the
application of
complex systems

theory and its

philosophical

underpinnings.

Information

needs to be

interpreted in

terms of self-

organisation to

do justice to

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the richness of
Health, Wealth

its
And Happiness.

manifestations.
The way the
book does so
will provide
the reader with
a deep insight
into a basic
feature of our
world. The
following are
discussed in

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Nudge: Improving
Decisions About
the volume: A
Health Wealth
Science of
And Happiness; A
Information; A
New Way of
Thinking; Praxi
o-Onto-
Epistemology;
Evolutionary
Systems Design;
Evolutionary
Systems
Ontology;
Evolutionary

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Decisions About
Systems
Health, Wealth
Methodology;
And Happiness
Capurro's
Information
Concept
Trilemma; A
Multi-Stage
Model of
Evolutionary
Types of
Information:
Pattern
Formation, Code-

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Decisions About

Making, and
Health, Wealth
Constituting

And Happiness
Sense; A Triple-

C Model of

Systemic

Functions of

Information:

Cognising,

Communicating,

and Co-

Operating; Nine

Categories of

Information

File Type PDF

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Decisions About

Capabilities:

Health, Wealth

And Happiness

Reflectivity
(physical),
Psyche
(biotic),
Consciousness
(human);

Connectivity
(physical),
Signalability
(biotic),
Languageability
(human);

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Decisions About
Health, Wealth
And Happiness
Cohesiveness
(physical),
Coherency
(biotic),
Communitarity
(human); Nine
Categories of
Information:
Response
(physical),
Flexible
Response
(biotic),

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Decisions About

Health, Wealth

And Happiness

Reflexion

(human);

Correspondences

(physical),

Signals

(biotic),

Symbolic Acts

(human);

Assemblage

(physical),

Assignment

(biotic),

Association

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(human); A

Unified Theory

of Information

for, about, and

by means of the

Information

Society.

The inspiration

behind the hit

podcast THE 100

TYPES OF HUMAN

with DEXTER

DIAS and BBC 5

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Decisions About

Live host NIHAL
ARTHANAYAKE

'This book is

the one. Think

Sapiens and

triple it.' -

Julia Hobsbawm,

author of Fully

Connected _____

_____ We

all have ten

types of human

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Decisions About
in our head.
Health, Wealth
They're the
And Happiness
people we
become when we
face life's
most difficult
decisions. We
want to believe
there are
things we would
always do - or
things we never
would. But how

File Type PDF

Nudge: Improving

Decisions About
can we be sure?

Health, Wealth
What are our

And Happiness
limits? Do we

have limits?

The Ten Types

of Human is a

pioneering

examination of

human nature.

It looks at the

best and worst

that human

beings are

File Type PDF

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Health, Wealth

And Happiness

capable of, and
asks why. It
explores the
frontiers of
the human
experience,
uncovering the
forces that
shape our
thoughts and
actions in
extreme
situations.

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From courtrooms
to civil wars,

from Columbus

to child

soldiers,

Dexter Dias

takes us on a

globe-spanning

journey in

search of

answers,

touching on the

lives of some

File Type PDF
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Decisions About
truly
Health, Wealth
exceptional
And Happiness
people.

Combining
cutting-edge
neuroscience,
social
psychology and
human rights
research, The
Ten Types of
Human is a
provocative map

File Type PDF
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Decisions About
Health, Wealth
And Happiness
to our hidden
selves. It
provides a new
understanding
of who we are -
and who we can
be. _____

_____ 'The Ten
Types of Human
is a fantastic
piece of non-
fiction, mixing

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astonishing
Health, Wealth

And Happiness

with the latest
scientific

research to

provide a guide

to who we

really are.

It's inspiring

and essential.'

- Charles

Duhigg, author

of The Power of

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Habit 'I

emerged from
this book

feeling better

about almost

everything... a

mosaic of faces

building into

this

extraordinary

portrait of our

species.' -

Guardian

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'Uplifting and
Health, Wealth
indispensable.'

And Happiness

- Howard
Cunnell _____

_____ What

readers are
saying about

'the most
important book
in years':

'utterly compel
ling...this one

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Health, Wealth

And Happiness

comes with a
warning - only
pick it up if
you can risk
not putting it
down' - Wendy
Heydorn on
Amazon, 5 stars
'one of the
most remarkable
books I've
read... I can
genuinely say

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Health, Wealth,

And Happiness

that it has
changed the way
I view the

world' - David
Jones on

Amazon, 5 stars

'Essential

reading for

anyone wishing

to understand

the human

condition... a

thrilling and

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Decisions About

beautifully
crafted book' -

Wasim on

Amazon, 5 stars

'This is the
most important

book I have
read in years'

- Natasha Geary
on Amazon, 5

stars 'an
important and
fascinating

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read... It will

keep you glued

to the page' -

Hilary Burrage

on Amazon, 5

stars 'a

journey that I

will never

forget, will

always be

grateful for,

and I hope will

help me

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question who I
Health, Wealth
am... a work of

And Happiness
genius' -

Louise on

Amazon, 5 stars

'This is a

magnificent

book that will

capture the

interest of

every type of

reader... one

of those rare

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Decisions About
Health, Wealth
And Happiness

and special
books that
demand
rereading' -
Amelia on
Amazon, 5 stars
'I simply
couldn't put it
down... one of
the most
significant
books of our
time' -

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Decisions About

Jocelyne

Quennell on

Amazon, 5 stars

'Read The Ten

Types of Human

and be prepared

to fall in

love' - Helen

Fospero on

Amazon, 5 stars

When it was

published in

2008, Richard

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Nudge: Improving

Decisions About

Health, Wealth

And Happiness

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.

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Nudge: Improving

Decisions About

Health, Wealth

And Happiness

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 success is Thaler and Sunstein's

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Decisions About
Health, Wealth
And Happiness

ability to
create a
detailed and
persuasive case
for their take
on economic dec
ision-making.
Nudge is not a
book packed
with original
findings or
data; instead
it is a careful

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Nudge: Improving
Decisions About
Health, Wealth
And Happiness
and systematic
synthesis of
decades of
research into
behavioral
economics. The
discipline
challenges much
conventional
economic
thought – which
works on the
basis that,

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Decisions About

overall, humans

Health, Wealth

And Happiness

make rational
decisions – by
focusing

instead on the
'irrational'

cognitive

biases that

affect our

decision

making. These

seemingly in-

built biases

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Health, Wealth

And Happiness

mean that
certain kinds
of economic
decision-making
are predictably
irrational.

Thaler and
Sunstein prove
themselves
experts at
creating
persuasive
arguments and

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Health, Wealth
And Happiness

dealing
effectively
with counter-
arguments. They
conclude that
if governments
understand
these cognitive
biases, they
can 'nudge' us
into making
better
decisions for

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Decisions About
ourselves.

Entertaining as
well as smart,

Nudge shows the
full range of

reasoning
skills that go
into making a

persuasive
argument.

Homer

Economicus

Improving

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Decisions About

Health, Wealth,

And Happiness ,

from the

Morning After

The Politics of

Libertarian

Paternalism

The Future of

Government

Helping Smart

People Make

Smarter

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Decisions About
Personal and
Health, Wealth
Business
And Happiness
Decisions
Simpler
Paradoxes and
Anomalies of
Economic Life
***From the winner of
the 2017 Nobel
Prize in Economics
Summary of
Nudge: Improving
Decisions About***

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Health, Wealth,

and Happiness by

Richard Thaler and

Cass Sunstein

*provides insightful
and revelatory
information on how
we make decisions*

*Please note: This is
a summary,*

*analysis, and
review of the book
and not the*

original book: This

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**book is meant for a
great**

**companionship of
the original book**

**or to simply get
the gist of the**

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RMU In Nudge:

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Health, Wealth,

and Happiness by

Richard Thaler and

Cass Sunstein, the

authors provide

information on how

the configuration

of the places in

which we make

decisions

influences our

choices. The

quantity that we

eat depends on the

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and Happiness

size of our plate,

the foods we pick

in the cafeteria

depends on where

they are placed at

an eye level. The

magazines we buy

depends on what

magazines are

displayed at the

checkout of the

supermarket.

However, the same

tendency also

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and Happiness
**affects decisions
with more
significant
consequences,
such as how much
families would
save and how they
would invest in
their futures
savings; the kind
of mortgage to
take out; which
medical insurance
to choose; what**

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***cars to drive. This
book cost is an
accessible
knowledge base
for a fair price and
without any risks.
If you believe that
this summary did
not help you, get a
refund within 7
DAYS! Better.me
summaries is a
company that
provides***

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accessible
knowledge to
people who craves
development.

**Summaries are
made for three
types of people:
first, the ones who
listened to the
audiobook and
wants to have a
quick recap of the
main points.**

Second, people

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And Happiness

**who read the
whole book and
wants to deepen
their learnings
with a summarized
version. Third,
people who want
to know if its
worth it to buy the
actual book and
prefer to do a
quick scan just to
make sure. Three
Types of People**

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Health, Wealth

summaries: People

that have read the

whole book and

wanted to have a

shorter version to

deepen their

knowledge People

who listened to the

audiobook and

want to learn the

content through

another

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perspective People
Health, Wealth
that want to know

if it's worth it

buying the proper

book by making a

TINY investment of

MONEY and TIME

Disclaimer Once

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meant for a great

companionship of

the original book

or to simply get

the gist of the

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and Happiness

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you're looking for
the original book,
search for this link
<http://amzn.to/2hjk>
RMU**

**In this accessible
collection, leading
academic
economists,
psychologists and
philosophers apply
behavioural
economic findings**

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to practical policy
concerns.

*The best way to
improve your
quality of life is
through the
decisions you
make. This book
teaches several
fundamental
decision-making
skills, provides
numerous
applications and*

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And Happiness

***examples, and
ultimately nudges
you toward
smarter decisions.
These nudges
frame more
desirable decisions
for you to face by
identifying the
objectives for your
decisions and
generating
superior
alternatives to***

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and Happiness

those initially considered. All of the nudges are based on psychology and behavioral economics research and are accessible to all readers. The new concept of a decision opportunity is introduced, which

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And Happiness

involves creating a decision that you desire to face.

Solving a decision opportunity

improves your life,

whereas resolving

a decision problem

only restores the

quality of your life

to that before the

decision problem

occurred. We all

can improve our

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and Happiness
**decision-making
and reap the
better quality of
life that results.
This book shows
you how.**

*** Our summary is
short, simple and
pragmatic. It
allows you to have
the essential ideas
of a big book in
less than 30
minutes. How to**

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Health, Wealth

**avoid bad
decisions?**

Mistakes,

restrictions or

prohibitions,

thanks to nudge,

you will be able to

make the right

choice more often

in order to feel

better in your daily

life. In this book,

you will learn: Why

don't we always

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Health, Wealth

and Happiness

***make the best
decision? What are
the two ways of
thinking of the
human mind? Why
are some decisions
wrong? How can
nudges prevent
you from making
bad decisions?***

***When to
implement a nudge
in your life? How
can you achieve***

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Health, Wealth
Answers to these
questions are easy
to understand,
simple to
implement and
quick to execute.
Ready to avoid bad
decisions? Let's go
! *Buy now the
summary of this
book for the
modest price of a

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Decisions About
cup of coffee!
Critical Concepts in
Economics
Experimenting
with Ways to
Change Civic
Behaviour
Improving
Decisions about
Health, Wealth,
and Happiness
A Citizen's Guide
Inside the Nudge
Unit

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Nudge: Improving
Decisions About
**Impeachment
Nudge, Nudge,
Think, Think**

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "Nudge: Improving Decisions About Health, Wealth, and Happiness." Don't say we didn't warn

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Nudge: Improving

Decisions About

Health, Wealth,

And Happiness

you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've

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Nudge: Improving
Decisions About
heard it all.

How can governments persuade citizens to act in socially beneficial ways? This successor to Thaler and Sunstein's cult book Nudge argues that an alternative approach needs to be considered - a 'think' strategy, in which citizens deliberate their own priorities as part of a process of civic

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Decisions About
renewal.

Behavioral economics
has potential to offer
novel solutions to some
of today's most pressing
public health problems:
How do we persuade
people to eat healthy
and lose weight? How
can health professionals
communicate health
risks in a way that is
heeded? How can food
labeling be modified to

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Decisions About

inform healthy food
Health, Wealth
choices? Behavioral
Economics and Public
Health is the first book
to apply the
groundbreaking insights
of behavioral economics
to the persisting
problems of health
behaviors and behavior
change. In addition to
providing a primer on
the behavioral
economics principles

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that are most relevant to public health, this book offers details on how these principles can be employed to mitigating the world's greatest health threats, including obesity, smoking, risky sexual behavior, and excessive drinking.

With contributions from an international team of scholars from psychology, economics,

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marketing, public
health, and medicine,
this book is a

trailblazing new
approach to the most
difficult and important
problems of our time.

We see the stories in the
newspaper nearly every
day: a drug hailed as a
breakthrough treatment
turns out to cause
harmful side effects;
controls implemented to

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reduce air pollution are shown to generate hazardous solid waste;

bans on dangerous chemicals result in the introduction of even more risky substitutes.

Could our efforts to protect our health and the environment

actually be making things worse? In Risk versus Risk, John D.

Graham, Jonathan Baert

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Wiener, and their colleagues at the Harvard Center for Risk Analysis marshal an impressive set of case studies which demonstrate that all too often our nation's campaign to reduce risks to our health and the environment is at war with itself.

The Irresistible Pull of
Irrational Behavior

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The Ethics of Influence
Save More Tomorrow

Hangover Wisdom, 100

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*science to
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Page 100/219

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Winner of the

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ready to change

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think about

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H. Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. Misbehaving is his arresting, frequently hilarious

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*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*

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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

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*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.*

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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

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businesses, and
Health, Wealth,
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*

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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

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faculty offices
in a new
building, to TV
game shows, the
NFL draft, and
businesses like
Uber. Laced with
enticing stories of
Thaler's
spirited battles
with the
bastions of
traditional
economic

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*thinking,
Misbehaving is a
singular look
into profound
human foibles.*

*When economics
meets
psychology, the
implications for
individuals,
managers, and
policy makers
are both
profound and*

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entertaining.

Shortlisted for
the Financial
Times & McKinsey
Business Book of
the Year Award
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Health, Wealth,
and Happiness
(2008) by
Richard Thaler
and Cass
Sunstein

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And Happiness

explores how
“nudges,” or
subtle prompts,
can help people
make better
decisions about
spending and
saving. Applying
significant
findings from
the fields of
business,
psychology, law,
and economics to

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*some of the most
controversial
issues and
problems in the
United States,
they propose
strategies that
can help anyone
make a good
choice, whether
it's on a
personal or
governmental
level...*

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A fascinating journey into the hidden psychological influences that derail our decision-making, Sway will change the way you think about the way you think.

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*Why is it so
difficult to
sell a
plummeting stock
or end a doomed
relationship?
Why do we listen
to advice just
because it came
from someone
“important”? Why
are we more
likely to fall
in love when*

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*there's danger
involved? In
Sway, renowned
organizational
thinker Ori
Brafman and his
brother,
psychologist Rom
Brafman, answer
all these
questions and
more. Drawing on
cutting-edge
research from*

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*the fields of
social
psychology,
behavioral
economics, and
organizational
behavior, Sway
reveals dynamic
forces that
influence every
aspect of our
personal and
business lives,
including loss*

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*aversion (our
tendency to go
to great lengths
to avoid
perceived
losses), the
diagnosis bias
(our inability
to reevaluate
our initial
diagnosis of a
person or
situation), and
the “chameleon*

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effect” (our tendency to take on characteristics that have been arbitrarily assigned to us). Sway introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20

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*bill, the head
of airline*

safety whose

disregard for

his years of

training led to

the

transformation

of an entire

industry, and

the football

coach who turned

conventional

strategy on its

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*head to lead his
team to victory.
We also learn
the curse of the
NBA draft,
discover why
interviews are a
terrible way to
gauge future job
performance, and
go inside a
session with the
Supreme Court to
see how the*

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*world's most
powerful
justices avoid
the dangers of
group dynamics.
Every once in a
while, a book
comes along that
not only
challenges our
views of the
world but
changes the way
we think. In*

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*Sway, Ori and
Rom Brafman not
only uncover
rational
explanations for
a wide variety
of irrational
behaviors but
also point
readers toward
ways to avoid
succumbing to
their pull.*

21st Century

Page 130/219

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Economics

Health Law and

Behavioral

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Mark Egan

The Winner's

Curse

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*Improving
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**Thaler and
Sunstein offer a
groundbreaking
discussion of how
to apply the
science of choice
to nudge people
toward decisions
that can improve
their lives without**

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**restricting their
freedom of choice.**

**Economics is a
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that evaluate the
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and concepts, thus
providing valuable
knowledge about
the present state of
economics and its
progress. This
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short essays helps
readers interested
in economics to
identify 21st
century economic
ideas that should**

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**be read and
remembered. The
authors state their
personal opinion
on what matters
most in
contemporary
economics and
reveal its
fascinating and
creative sides.**

*** Our summary is
short, simple and
pragmatic. It**

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**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**

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restrictions or prohibitions. You will also discover that : 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

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rules for
Health, Wealth,
determining the
right nudge for
Happiness

each situation; well-placed nudges are better than some well-established rules; generally speaking, nudges are good for society and your wallet. Every day, you have to make decisions or

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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 into the wall. This is the

Decisions About
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**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?**

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both simple and
Health, Wealth,
complex decisions.

With a simple

nudge, you will
never make the

wrong choice

again. (Note: This

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false assumption is that almost all people, almost all of the time, make choices that are in their best interest or at the very least are better than the choices that would be made by someone else." -

**Richard H. Thaler
and Cass R.**

Sunstein Through

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**a series of
examples and
using the results of
decades-long
behavioral
research, Nobel
Prize winner
Richard H. Thaler
and Harvard Law
School professor
Cass R. Sunstein
demonstrate that
most of our
decisions are**

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**influenced in a
number of ways,
which can lead us
to making poor
choices. By
knowing how
people's decisions
are influenced, you
will be able to
learn how to make
better choices and
how to nudge the
people around you
in the right**

**Decisions About
Health, Wealth
And Happiness**
direction. Authors
**Richard H. Thaler
Cass R. Sunstein**
stress the
importance of
understanding
what influences
our decision
making process, in
order to improve
our decisions
about health,
wealth and
happiness. P.S.

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Nudge is an extremely useful book that will help you make the right choices in life. By understanding the psychology behind making decisions, you will also be able to help the people around you and use this knowledge in your work. The Time for

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**Thinking is Over!
Time for Action!
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Readtrepreneur?
Highest Quality
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Awesome
Refresher Clear
And Concise
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gist of the original
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influential books
of the 21st

century 'Few
books can be said
to have changed
the world, but
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marvellous:

funny, useful, and
wise' Daniel

Kahneman Nudge

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has transformed
the way
individuals,
companies and
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at the world - and
in the process
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completely

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personal finance,
retirement
savings, medical
care, organ
donation, and
climate change.

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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,

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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,

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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

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and wonderful
Health, Wealth,

levity, Thaler and
Sunstein

demonstrate how
best to nudge us
in the right
directions,
without ever
restricting our
freedom of
choice.

One of the
world's top

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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

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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

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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

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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

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future
Health, Wealth,
enrollment. -Save
And Happiness
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

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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

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innovative
Behavioral Audit
process.

With a foreword
by Richard
Thaler, winner of
the Nobel Prize
in Economics!
New Updated
Edition, 2019. Dr
David Halpern,
behavioural
scientist and

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head of the
government's
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Insights Team, or
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invites you inside
the
unconventional,
multi-million
pound saving
initiative that
makes a big
difference

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through Health, Wealth

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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

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their story.

In The Ethics of
Influence, Cass
R. Sunstein
investigates the
ethical issues
surrounding
government
nudges, choice
architecture, and
mandates.

How small
changes can

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make a big
difference

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By Richard H.

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Sway

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Mind (2nd
Edition) has
deeply
impacted the
lives of
thousands of
people seeking
strength in
their
thinking,

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mental-state,
and self-
development
with a curated
package of
tools and
techniques not
easily found
anywhere else.
In this
revised and
updated

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version of
Unbeatable
Mind (3rd
Edition), Mark
Divine offers
his philosophy
and methods
for developing
maximum
potential
through
integrated

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warrior
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development.
And Happiness
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created
through trial
and error
proving to
thousands of
clients that
they are
capable of
twenty times

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And Happiness

more than what
they believe.

The powerful
principles for
forging deep
character,
mental
toughness and
an elite team
provided in
this book are
the foundation

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of the
Health, Wealth
Unbeatable
And Happiness
Mind 'working
in' program of
Divine's
SEALFIT
Academies and
renowned
Kokoro Camp.
They are being
employed by a
growing number

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And Happiness

of coaches,
professors,
therapists,
doctors and
business
professionals
worldwide. >

Commander
Divine is a
retired Navy
SEAL and human
performance

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And Happiness

expert who
works with
elite
military,
sport and
corporate
teams, SEAL /
SOF candidates
and others
seeking to
maximize their
potential,

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Health, Wealth,
And Happiness
leading to
more balanced
success and
happiness. The
training is
leading to
breakthroughs
in all walks
of life and
and
cultivating a
robust

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And Happiness

community of
practitioners.

> This book
will
specifically
help you
develop: >
Mental
clarity- to
make better
decisions
while under

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And Happiness

pressure. >

Concentration

- to focus on

the mission

until victory

is assured. >

Awareness - to

be more

sensitive to

your internal

and external

radar. >

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Leadership authenticity -
to be a heart-centered
leader and service
oriented
teammate. >
Intuition - to
learn to trust
your gut and
use mental

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imagery to
your
advantage. >
Offensive
"sheepdog"
mindset - to
avoid danger
and stay one
step ahead of
the
competition or
enemy. >

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Warrior spirit
- to deepen
your
willpower,
intention and
connection
with your
spiritual
self.

In Homer
Economicus a
cast of lively

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contributors
takes a field
trip to
Springfield,
where the
Simpsons
reveal that
economics is
everywhere. By
exploring the
hometown of
television's

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first family,
this book
provides
readers with
the economic
tools and
insights to
guide them at
work, at home,
and at the
ballot box.
Since The

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Simpsons
centers on the
daily lives of
the Simpson
family and its
colorful
neighbors,
three opening
chapters focus
on individual
behavior and d
ecision-

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making,
Health, Wealth
introducing
And Happiness
readers to the
economic way
of thinking
about the
world. Part II
guides readers
through six
chapters on
money,
markets, and

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government. A
third and
final section
discusses
timely topics
in applied mic
roeconomics,
including
immigration,
gambling, and
health care as
seen in The

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Simpsons.
Health, Wealth
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Reinforcing
the nuts and
bolts laid out
in any
principles
text in an
entertaining
and culturally
relevant way,
this book is
an excellent

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teaching
Health, Wealth
resource that
And Happiness
will also be

at home on the
bookshelf of
an avid reader
of pop
economics.

Winner of the
Nobel Memorial
Prize in
Economic

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Sciences
Health, Wealth
Richard Thaler
And Happiness
challenges the
received
economic
wisdom by
revealing many
of the
paradoxes that
abound even in
the most
painstakingly

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constructed
transactions.
He presents
literate,
challenging,
and often
funny examples
of such
anomalies as
why the
winners at
auctions are

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often the real losers—they pay too much and suffer the "winner's curse"—why gamblers bet on long shots at the end of a losing day, why shoppers will save on

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one appliance
only to pass
up the
identical
savings on
another, and
why sports
fans who
wouldn't pay
more than \$200
for a Super
Bowl ticket

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wouldn't sell
one they own
for less than
\$400. He also
demonstrates
that markets
do not always
operate with
the traplike
efficiency we
impute to
them.

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When it was
published in
2008, Richard
Thaler and

Cass
Sunstein's
Nudge:

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Decisions
about Health,
Wealth, and
Happiness

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quickly became
one of the
most
influential
books in
modern
economics and
politics.

Within a short
time, it had
inspired whole
government

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departments in
the US and UK,
and others as
far afield as
Singapore. One
of the keys to
Nudge's
success is
Thaler and
Sunstein's
ability to
create a

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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

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careful and
systematic
synthesis of
decades of
research into
behavioral
economics. The
discipline
challenges
much
conventional
economic

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thought -
which works on
the basis
that, overall,
humans make
rational
decisions - by
focusing
instead on the
'irrational'
cognitive
biases that

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affect our
decision
making. These
seemingly in-
built biases
mean that
certain kinds
of economic de-
cision-making
are
predictably
irrational.

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Thaler and
Sunstein prove
themselves
experts at
creating
persuasive
arguments and
dealing
effectively
with counter-
arguments.
They conclude

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that if governments understand these cognitive biases, they can 'nudge' us into making better decisions for ourselves.

Entertaining

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as well as
Health, Wealth
smart, Nudge
And Happiness
shows the full

range of
reasoning
skills that go
into making a
persuasive
argument.

Improving
Decisions
About Health,

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Decisions About
Wealth and
Happiness
NUDGE

The Final
Edition
Summary of
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Improving
Decisions
about Health,
Wealth, and
Happiness

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A Unified
Theory of
Information
Framework
A New
Understanding
of Who We Are,
and Who We Can
Be
Nature's
Algorithms for
Learning and

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Prospering in
Health, Wealth
a Complex
World
And Happiness

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

Presenting a theory of the theoryless, a computer scientist

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*provides a model of
how effective
behavior can be
learned even in a
world as complex as
our own, shedding
new light on human
nature.*

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Edition The original
edition of the*

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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

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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

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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

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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

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*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*

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*architecture” to
nudge people toward
the best decisions for*

*ourselves, our
families, and our
society, without
restricting our
freedom of choice.*

*Choosing Not to
Choose*

Give Yourself a

Nudge

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And Happiness
*Probably
Approximately
Correct*

*Understanding the
Value of Choice
Summary - Nudge:
Improving Decisions
about Health,
Wealth and
Happiness By
Richard H. Thaler
Cass R. Sunstein*

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Decisions About
Book Review:
Health, Wealth
And Happiness
Richard H. Thaler,
Cass R. Sunstein:

*Nudge - Improving
Decisions about
Health, Wealth, and
Happiness*