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

GetAbstract

Summary: Get the
key points from this

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book in less than 10 minutes. In this lovely, useful book, Richard Thaler and Cass Sunstein examine choices, biases and the limits of human reasoning from a variety of perspectives. They often amuse by disclosing how they

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Happiness

have fallen victim to the limitations of thought that they are describing. The fact that these educated, articulate professionals can fool themselves so often demonstrates how tough it is to think clearly, a point the authors emphasize and

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even repeat.

Humans fall prey to systematic errors of judgment, but you can harness this problematic tendency productively, including by helping others make better decisions. Some of the authors'

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suggestions may not be practical, but many are? and all are interesting.

getAbstract recommends this book to anyone who wants to know how to shape responsible decisions. Book
Publisher: Penguin.

When it was

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Happiness

published in 2008,
Richard 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. Within a
short time, it had

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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 ability to create a detailed and persuasive case for their take on

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economic decision-making. Nudge is not a book packed with original findings or data; instead it is a careful and systematic synthesis of decades of research into behavioral economics. The discipline

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challenges much conventional economic thought - which works on the basis that, overall, humans make rational decisions - by focusing instead on the 'irrational' cognitive biases that affect our decision making. These seemingly in-

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Happiness

built biases mean
that certain kinds of
economic decision-
making are
predictably
irrational. Thaler
and Sunstein prove
themselves experts
at creating
persuasive
arguments and
dealing effectively
with counter-

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

Entertaining as well as smart, Nudge shows the full range of reasoning skills

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Happiness
that go into making
a persuasive
argument.

Nudge Improving
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The completely
updated, final
edition of the
global bestseller -
one of the most
influential books of

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the 21st century
Health Wealth And
Happiness

'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

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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 -

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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

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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

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Happiness

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

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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. The Simpsons and Economics
Summary of

Read Online
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Decisions About
Richard Thaler 's
Health Wealth And
Nudge by Swift
Happiness
Reads

Improving
Decisions about
Health, Wealth and
Happiness, the Final
Edition

Improving
Decisions About
Health, Wealth and
Happiness

Choosing Not to

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Happiness

Choose

Book Review:

Nudge by Richard
H. Thaler and Cass
R. Sunstein

Government in the
Age of Behavioral
Science

How can
governments
persuade citizens to
act in socially
beneficial ways?

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Happiness

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
renewal.

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Happiness

Nudge: Improving
Decisions About
Health, Wealth, and
Happiness by
Richard H. Thaler
and Cass R.

Sunstein | Book
Summary |

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book. If you're
looking for the

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original book,
search this link: <http://amzn.to/2jyO48n>)

You 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

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never make the
Health Wealth And
wrong choice again.
Happiness
(Note: This

summary is wholly
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author in any way)
"The false
assumption is that
almost all people,

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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 a series of examples and using the

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Happiness

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
influenced in a
number of ways,

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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 direction.

Authors Richard H.

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Health Wealth And
Happiness

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
extremely useful

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Happiness

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 Thinking is Over! Time for Action!

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Awesome Refresher

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Clear And Concise
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meant for a great
companionship of
the original book or
to simply get the gist
of the original book.

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In Homer
Economicus a cast
of lively contributors
takes a field trip to
Springfield, where
the Simpsons reveal
that economics is
everywhere. By
exploring the
hometown of
television's first
family, this book
provides readers

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with the economic tools and insights to guide them at work, at home, and at the ballot box. Since The Simpsons centers on the daily lives of the Simpson family and its colorful neighbors, three opening chapters focus on individual behavior

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and decision-
Health Wealth And
making, introducing
Happiness
readers to the

economic way of
thinking about the
world. Part II guides
readers through six
chapters on money,
markets, and
government. A third
and final section
discusses timely
topics in applied

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microeconomics,
Health Wealth And
including
Happiness,
immigration,

gambling, and
health care as seen
in The Simpsons.

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

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resource that will also be at home on the bookshelf of an avid reader of pop economics.

* 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 avoid bad

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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 make the
best decision? What

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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 your goals with nudge? Our

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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 cup of coffee!

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The Ten Types of
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Human
Happiness
Impeachment

The Politics of
Libertarian

Paternalism

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about Health,
Wealth, and
Happiness

Nudge (Summary)

Health Law and

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Decisions About
Behavioral Health Wealth And
Economics Happiness
Advances in

Behavioral Finance

Behavioral

economics has

potential to

offer novel

solutions to

some of today's

most pressing

public health

problems: How

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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
inform healthy

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food choices?
Behavioral
Economics and
Public Health
is the first
book to apply
the
groundbreaking
insights of
behavioral
economics to
the persisting
problems of

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health
Health Wealth And
behaviors and
Happiness
behavior

change. In addition to providing a primer on the behavioral economics principles that are most relevant to public health,

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this book
offers details
on how these
principles can
be employed to
mitigating the
world's
greatest health
threats,
including
obesity,
smoking, risky
sexual

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behavior, and
Health, Wealth And
excessive
Happiness
drinking. With

contributions
from an
international
team of
scholars from
psychology,
economics,
marketing,
public health,
and medicine,

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this book is a trailblazing new approach to the most difficult and important problems of our time.

* Our summary is short, simple and pragmatic. It allows you to

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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

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is possible to inspire the right decision without resorting to restrictions or prohibitions. You will also discover that : mistakes and bad decisions are common; not everyone is

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ready for
change; gentle
prompting
allows the
individual to
be motivated to
change, without
rushing him or
her; there are
ground rules
for determining
the right nudge
for each

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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

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decisions or
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

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Happiness

choice, to take
the right path,
will help you

to avoid going
straight into
the wall. This
is the

principle of
the nudge: to
indicate to a
person, in all
benevolence,
the path to

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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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*Buy now the
summary of this
book for the
modest price of
a cup of
coffee!

With a foreword
by Richard
Thaler, winner
of the Nobel
Prize in
Economics! New
Updated

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Happiness

Edition, 2019.

Dr David

Halpern,

behavioural
scientist and
head of the
government's
Behavioural
Insights Team,
or Nudge Unit,
invites you
inside the
unconventional,

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multi-million
pound saving
initiative that
makes a big
difference
through
influencing
small, simple
changes in our
behaviour.

Using the
application of
psychology to

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the challenges we face in the world today, the Nudge Unit is pushing us in the right direction. This is their story. When it was published in 2008, Richard Thaler and Cass Sunstein's

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Happiness

Nudge:
Improving
Decisions about
Health, Wealth,
and Happiness
quickly became
one of the most
influential
books in modern
economics and
politics.

Within a short
time, it had

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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 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 careful and systematic synthesis of

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decades of
research into
behavioral
economics. The
discipline
challenges much
conventional
economic
thought – which
works on the
basis that,
overall, humans
make rational

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decisions – by focusing instead on the ‘irrational’ cognitive biases that affect our decision making. These seemingly in-built biases mean that certain kinds

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of economic
decision-making
are predictably
irrational.

Thaler and
Sunstein prove
themselves
experts at
creating
persuasive
arguments and
dealing
effectively

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

Entertaining as

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well as smart,
Nudge shows the
full range of
reasoning
skills that go
into making a
persuasive
argument.

The Economics
of Nudge
Helping Smart
People Make
Smarter

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Personal and
Health Wealth And
Business
Happiness
Decisions
A Citizen's
Guide

Improving
Decisions About
Health, Wealth,
and Happiness
by Mark Egan
Hangover
Wisdom, 100

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Thoughts on
Health Wealth And
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Summary: Nudge

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of the multimill

ion-copy New

York Times

bestseller by

the winner of

the Nobel Prize

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Decisions About
in Economics,
Health Wealth And
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,

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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

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investments or
our children's
health and
education, even
about the causes
we champion or
the planet
itself.

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

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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

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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.

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Winner of the
Nobel Memorial
Prize in
Economic
Sciences Richard
Thaler
challenges the
received
economic wisdom
by revealing
many of the
paradoxes that
abound even in
the most

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painstakingly constructed transactions. He presents literate, challenging, and often funny examples of such anomalies as why the winners at auctions are often the real losers—they pay too much and

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suffer the
"winner's
curse"—why
gamblers bet on
long shots at
the end of a
losing day, why
shoppers will
save on one
appliance only
to pass up the
identical
savings on
another, and why

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sports fans who wouldn't pay more than \$200 for a Super Bowl ticket wouldn't sell one they own for less than \$400. He also demonstrates that markets do not always operate with the traplike

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efficiency we
impute to them.
?Nudge:

Improving
Decisions About
Health, Wealth,
and Happiness by
Richard H.

Thaler and Cass
R. Sunstein -
Book Summary -
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original book,
but an

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summary.) You
make decisions
every day. Learn
how to make the
right ones.

Nudge will
provide you with
a system for
making both
simple and
complex

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decisions. With a simple nudge, you will never make the wrong choice again.

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way) "The 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." -

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Richard H.
Thaler and Cass
R. Sunstein

Through a series
of examples and
using the
results of
decades-long
behavioral
research, Nobel
Prize winner
Richard H.
Thaler and
Harvard Law

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School professor
Cass R. Sunstein
demonstrate that
most of our
decisions are
influenced in a
number of ways,
which can lead
us to making
poor choices. By
knowing how
people's
decisions are
influenced, you

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Happiness

will be able to
learn how to
make better
choices and how
to nudge the
people around
you in the right
direction.

Authors Richard
H. Thaler Cass
R. Sunstein
stress the
importance of
understanding

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what influences
our decision
making process,
in order to
improve our
decisions about
health, wealth
and happiness.
P.S. Nudge is an
extremely useful
book that will
help you make
the right
choices in life.

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Happiness
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
Thinking is
Over! Time for
Action! Scroll

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book or to
simply get the
gist of the
original book.
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Nobel Prize in
Economics Get And

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 huma

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Happiness

ns—predictable,
error-prone
individuals.

Misbehaving is
his arresting,
frequently
hilarious
account of the
struggle to
bring an
academic
discipline back
down to
earth—and change

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Decisions About
the way we think
Health, Wealth, And
ourselves, and
our world.

Traditional
economics
assumes rational
actors. Early in
his research,
Thaler realized
these Spock-like
automatons were
nothing like
real people.

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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

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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

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and their
Health Wealth And
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

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incentives and
Health Wealth And
market behavior,
Thaler
Happiness

enlightens
readers about
how to make
smarter
decisions in an
increasingly
mystifying
world. He
reveals how
behavioral
economic

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analysis opens
up new ways to
look at
everything from
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finance to
assigning
faculty offices
in a new
building, to TV
game shows, the
NFL draft, and
businesses like
Uber. Laced with

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antic stories of
Thaler's
spirited battles
with the
bastions of
traditional
economic
thinking,
Misbehaving is a
singular look
into profound
human foibles.
When economics
meets

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psychology, the
implications for
individuals,

managers, and
policy makers
are both

profound and
entertaining.

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the Financial
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After

Grow Your Talent

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Making of

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Behavioral
Economics Health And
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**The inspiration
behind the hit
podcast THE 100
TYPES OF
HUMAN with
DEXTER DIAS
and BBC 5 Live
host NIHAL
ARTHANAYAKE
'This book is the**

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**one. Think Sapiens
and triple it.' -**

**Julia Hobsbawm,
author of Fully
Connected _____**

**_____ We all
have ten types of
human in our head.
They're the people
we become when
we face life's most**

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difficult decisions.
Health Wealth And
Happiness
**We want to believe
there are things we
would always do -
or things we never
would. But how can
we be sure? What
are our limits? Do
we have limits? The
Ten Types of
Human is a
pioneering**

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**examination of
human nature. It
looks at the best
and worst that
human beings are
capable of, and
asks why. It
explores the
frontiers of the
human experience,
uncovering the
forces that shape**

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**our thoughts and
actions in extreme
situations. 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**

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lives of some truly exceptional people.

Combining cutting-edge neuroscience, social psychology and human rights research, The Ten Types of Human is a provocative map to our hidden selves. It provides a new understanding

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of who we are - and
Health Wealth And
who we can be. _____
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_____ 'The
**Ten Types of
Human is a
fantastic piece of
non-fiction, mixing
astonishing real-life
cases with the latest
scientific research
to provide a guide**

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**to who we really
are. It's inspiring
and essential.' -**

**Charles Duhigg,
author of The
Power of Habit 'I
emerged from this
book feeling better
about almost
everything... a
mosaic of faces
building into this**

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**extraordinary
portrait of our
species.' - Guardian
'Uplifting and
indispensable.' -
Howard Cunnell** __

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saying about 'the
most important
book in years':**

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

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**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
beautifully crafted
book' - Wasim on**

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fascinating read...
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Amazon, 5 stars 'a

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never forget, will
always be grateful
for, and I hope will
help me question
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**'Read The Ten
Types of Human
and be prepared to
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Amazon, 5 stars
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have hand-picked
the most
sophisticated,
unanticipated,
absorbing (if not at**

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times crackpot!),
Health, Wealth And
original and
Happiness
musing book

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Who, and
especially the How
of great music
practice. You'll
learn what research**

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**tells us about
practice, but more
importantly, you'll
learn how the best
musicians in many
genres of music
think about
practice, and you'll
learn the strategies
and techniques they
use to improve.**

This book will help

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**you get better
faster, whether you
play rock, Bach, or
any other kind of
music.**

**How we became so
burdened by red
tape and
unnecessary
paperwork, and
why we must do
better. We've all**

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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

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**Cass Sunstein
shows in Sludge, it
can also impair
health, reduce
growth, entrench
poverty, and
exacerbate
inequality.**

**Confronted by
sludge, people just
give up--and lose a
promised outcome:**

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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.

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**Because of sludge,
Sunstein, explains,
too many people
don't receive
benefits to which
they are entitled.
Sludge even
prevents many
people from
exercising their
constitutional
rights--when, for**

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**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**

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**justifications for
Health Wealth And
certain kinds of
Happiness
sludge, and**

**proposes "Sludge
Audits" as a way to
measure the effects
of sludge. On
balance, Sunstein
argues, sludge
infringes on human
dignity, making
people feel that**

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**their time and even
their lives don't
matter. We must do
better.**

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The Practice of
Practice**

The Future of

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Unbeatable Mind
Happiness

*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
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 arts 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
undertakings
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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*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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*the book
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
its*

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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the volume: A
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Happiness
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New Way of
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Epistemology;
Evolutionary
Systems Design;
Evolutionary
Systems
Ontology;
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and Co-
Operating; Nine
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Capabilities:

Reflectivity

(physical),

Psyche

(biotic),

Consciousness

(human);

Connectivity

(physical),

Signalability

(biotic),

Languageability

(human);

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Cohesiveness
(physical),
Coherency
(biotic),
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Categories of
Information:
Response
(physical),
Flexible
Response
(biotic),

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Reflexion
(*human*);
Correspondences
(*physical*),
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Assignment
(*biotic*),
Association

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(human); A
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*Sunstein
provides
insightful and
revelatory
information on
how we make
decisions*

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how the configuration of the places in which we make decisions influences our choices. The quantity that we eat depends on the size of our plate, the foods we pick in the

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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

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*same tendency
also affects
decisions with
more
significant
consequences,
such as how
much families
would save and
how they would
invest in their
futures
savings; the*

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mortgage to
take out; which
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insurance to
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approach by which
individuals can be
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better decisions
without taking
away their freedom
of choice.

According to
Thaler and
Sunstein, humans
are subject to
biases and
cognitive
shortcomings
which prevent
them from always
making the best

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Happiness:
a curated package
of tools and
techniques not
easily found
anywhere else. In
this revised and
updated version of
Unbeatable Mind
(3rd Edition), Mark
Divine offers his
philosophy and
methods for

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developing
Health Wealth And
maximum potential
through integrated
warrior

development. This
work was created
through trial and
error proving to
thousands of
clients that they
are capable of
twenty times more
than what they
believe. The

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Health Wealth And
Happiness
powerful principles
for forging deep
character, mental
toughness and an
elite team provided
in this book are the
foundation of the
Unbeatable Mind
'working in'
program of
Divine's SEALFIT
Academies and
renowned Kokoro
Camp. They are

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being employed by
Health, Wealth And

Happiness,
a growing number
of coaches,

professors,

therapists, doctors

and business

professionals

worldwide. >

Commander Divine

is a retired Navy

SEAL and human

performance

expert who works

with elite military,

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Happiness

sport and
corporate teams,
SEAL / SOF
candidates and
others seeking to
maximize their
potential, leading
to more balanced
success and
happiness. The
training is leading
to breakthroughs
in all walks of life
and and cultivating

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a robust
community of
practitioners. >

This book will
specifically help
you develop: >
Mental clarity- to
make better
decisions while
under pressure. >
Concentration - to
focus on the
mission until
victory is assured.

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Happiness

> Awareness - to be more sensitive to your internal and external radar.

> Leadership authenticity - to be a heart-centered leader and service oriented teammate. >

Intuition - to learn to trust your gut and use mental imagery to your

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Decisions About

advantage. >

Health Wealth And

"sheepdog"

mindset - to avoid
danger and stay
one step ahead of
the competition or
enemy. > Warrior
spirit - to deepen
your willpower,
intention and
connection with
your spiritual self.

Nudge: Improving

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Health, Wealth, And
Happiness

(2008) by Richard Thaler and Cass Sunstein explores how “nudges,” or subtle prompts, can help people make better decisions about spending and saving. Applying significant findings

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Happiness

from the fields of
business,
psychology, law,
and economics to
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

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personal or
governmental
level... Purchase
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summary to learn
more.

Behavioral
Economics and
Public Health
A manifesto of
libertarian
paternalism
Paradoxes and
Anomalies of

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Decisions About
Economic Life
Health, Wealth, And
Experimenting
with Ways to
Change Civic
Behaviour

SUMMARY -

Nudge: Improving
Decisions About
Health, Wealth,
And Happiness By
Richard H. Thaler
And Cass R.
Sunstein
Tradeoffs in

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Health Wealth And
Environment

A Unified Theory
of Information
Framework

**Draws on
behavioral
psychology and
economics to
trace U.S.
policy changes
that reflect
smarter and**

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Health Wealth And
Happiness
simpler
government
practices while
preserving
freedom of
choice in areas
ranging from
mortgages and
student loans to
food labeling
and health care.
Cass Sunstein
considers actual
and imaginable

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Happiness

arguments for a
president's
removal,
explaining why
some cases are
easy and others
hard, why some
arguments for
impeachment are
judicious and
others not. In
direct and
approachable
terms, he

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Health Wealth And
Happiness
dispels the fog
surrounding
impeachment so
that all
Americans may
use their
ultimate civic
authority
wisely.
Enhancing your
decision-making
skills to make
smarter
decisions is the

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Health Wealth And
Happiness
best way you can
purposefully
improve your
life.

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

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of default
Health Wealth And
rules. Many
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

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Happiness
some defaults
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

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decisions. In
this major new
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.

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The onset of big data 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

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and policies we
Health Wealth And
predictably
support.

Understanding
the Value of
Choice

Risk Vs. Risk
Practical

Behavioral
Finance

Solutions to
Improve 401(k)
Plans

Economic Ideas

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Decisions About
You Should Read
Health Wealth And
and Remember
Happiness
Inside the Nudge
Unit
Emergent
Information
How small
changes can make
a big difference
One of the
world's top
experts in
behavioral

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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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Happiness

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

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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

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Health, Wealth, And
Happiness.
transforms them
into behavioral
solutions.

These
solutions, or
tools, are
based on
cutting edge
behavioral
finance
research and
they can
dramatically

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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

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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

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finance to
Health Wealth And
improve
Happiness
retirement

outcomes. It
also makes it
easy for plan
sponsors and
their advisers
to apply these
behavioral
tools using its
innovative
Behavioral

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Audit process.
Health Wealth And
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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

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**implemented to
reduce air
pollution are
shown to
generate
hazardous solid
waste; bans on
dangerous
chemicals
result in the
introduction of
even more risky
substitutes.**

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Could our
efforts to
protect our
health and the
environment
actually be
making things
worse? In Risk
versus Risk,
John D. Graham,
Jonathan Baert
Wiener, and
their

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colleagues at
Health Wealth And
the Harvard
Happiness
Center for Risk
Analysis
marshal an
impressive set
of case studies
which
demonstrate
that all too
often our
nation's
campaign to

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Happiness

reduce risks to
our health and
the environment
is at war with
itself.

A fascinating
journey into
the hidden
psychological
influences that
derail our deci
sion-making,
Sway will

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change the way
you think about
the way you
think. Why is
it so difficult
to sell a
plummeting
stock or end a
doomed
relationship?
Why do we
listen to
advice just

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Happiness
because it came
from someone
“important”?

Why are we more
likely to fall
in love when
there's danger
involved? In
Sway, renowned
organizational
thinker Ori
Brafman and his
brother,

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psychologist
Health Wealth And
Rom Brafman,
Happiness

answer all
these questions
and more.

Drawing on
cutting-edge
research from
the fields of
social
psychology,
behavioral
economics, and

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organizational
behavior, Sway
reveals dynamic
forces that
influence every
aspect of our
personal and
business lives,
including loss
aversion (our
tendency to go
to great
lengths to

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avoid perceived
losses), the
diagnosis bias
(our inability
to reevaluate
our initial
diagnosis of a
person or
situation), and
the “chameleon
effect” (our
tendency to
take on

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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 bill, the head

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of airline
Health Wealth And
safety whose
Happiness
disregard for
his years of
training led to
the
transformation
of an entire
industry, and
the football
coach who
turned
conventional

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strategy on its
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,

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and go inside a
session with
the Supreme
Court to see
how the world's
most powerful
justices avoid
the dangers of
group dynamics.
Every once in a
while, a book
comes along
that not only

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challenges our
views of the
world but
changes the way
we think. In
Sway, Ori and
Rom Brafman not
only uncover
rational
explanations
for a wide
variety of
irrational

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behaviors but
Health Wealth And
also point
Happiness

readers toward
ways to avoid
succumbing to
their pull.

Economics is a
science that
can contribute
substantial
powerful and
fresh insights!

This book

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Happiness
collects essays
by leading
academics that
evaluate the
scholarly
importance of
contemporary
economic ideas
and concepts,
thus providing
valuable
knowledge about
the present

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state of
Health Wealth And
economics and
Happiness
its progress.

This
compilation of
short essays
helps readers
interested in
economics to
identify 21st
century
economic ideas
that should be

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read and
Health Wealth And
remembered. The
Happiness
authors state
their personal
opinion on what
matters most in
contemporary
economics and
reveal its
fascinating and
creative sides.
Simpler
A New

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Health Wealth And
Happiness

Understanding
of Who We Are,
and Who We Can
Be

Critical
Concepts in
Economics
21st Century
Economics

Homer
Economicus
Sway

Summary of
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