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Nudge, by Richard Thaler and Cass Sunstein (of the University of Chicago) wrote the book as a manifesto to “improve decisions about health, wealth, and happiness.”

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Nudge: Improving Decisions About Health, Wealth, and ...

A groundbreaking discussion of how we can apply the new science of choice architecture to nudge people toward decisions that will improve their lives by making them healthier, wealthier, and more free Every day, we make decisions on topics ranging from personal investments to schools for our children to the meals we eat to the causes we champion.

Nudge : Improving Decisions about Health, Wealth, and ...

Thaler, Richard H., 1945- Nudge : improving decisions about health, wealth, and happiness / Richard H. Thaler and Cass R. Sunstein.

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Nudge: Improving Decisions about Health, Wealth, and Happiness, Richard H. Thaler and Cass R. Sunstein. Yale University Press, 2008. x + 293 pages. [Paperback edition, Penguin, 2009, 320 pages ...

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Law scholar Cass Sunstein and behavioral economist Richard

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Thaler popularized the term “nudge” in their book, *Nudge: Improving Decisions about Health, Wealth, and Happiness*. Thaler has since won the Nobel Prize in Economics, and Sunstein was in charge of the Obama nudge unit in 2009.

Nudge Marketing: From Theory to Practice | CXL

Nudge: Improving Decisions about Health, Wealth, and Happiness is a book written by University of Chicago economist Richard H. Thaler and Harvard Law School Professor Cass R. Sunstein, first published in 2008. The book draws on research in psychology and behavioral economics to defend libertarian paternalism and active engineering of choice architecture. The book received largely positive reviews. The Guardian described it as "never intimidating, always amusing and elucidating: a jolly economic

Nudge (book) - Wikipedia

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The Nudge blog is the online companion to Richard Thaler and Cass Sunstein's "Nudge: Improving Decisions About Health, Wealth, and Happiness." [Here you'll find much more about](#)

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nudging, choice architecture, libertarian paternalism, and many other terms you won't read about in standard economics books.

Nudge blog · Improving Decisions About Health, Wealth, and ...

Thaler and Sunstein: By a nudge we mean anything that influences our choices. A school cafeteria might try to nudge kids toward good diets by putting the healthiest foods at front.

Nudge: Improving Decisions About Health, Wealth, and ...

Nudge: improving decisions about health, wealth, and happiness
The Council library is located in the Justus Lipsius building, at JL 02 GH, Rue de la Loi/Wetstraat 175, 1048 Brussels (Froissart entrance) - opening hours Monday to Friday 10.00-16.00.

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Nudge by Richard H. Thaler, 9780143115267, available at Book

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Nudge: Improving Decisions about Health, Wealth, and Happiness Richard H. Thaler , Cass R. Sunstein Yale University Press , 2008 - Business & Economics - 293 pages

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The “Nudge: Improving Decisions About Health, Wealth, and Happiness” is a very simple and well-explained book about life. Richard H. Thaler is the author of this book. Richard H. Thaler

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was awarded the 2017 Nobel Prize in Economics.

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Nudge: Improving Decisions about Health, Wealth, and Happiness 320. ... can lead us to make bad decisions. But by knowing how people think, we can use sensible “choice architecture” to nudge people toward the best decisions for ourselves, our families, and our society, without restricting our freedom of choice. ... It will improve your ...

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