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Wikipedia

The subtitle of Nudge is

‘ ‘ improving decisions about health, wealth and happiness, ’ ’ but it would be more accurate if it read

‘ ‘ manipulating decisions about health, wealth and happiness. ’ ’ After all, the consequences of manipulation depend upon the nudger ’ s

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intent, which may well be to exploit rather than to ameliorate, and

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Nudges are small, relatively non-intrusive ways that decision makers in government or industry can encourage people to make choices that are better for their

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Richard H. Thaler, Cass
R. Sunstein, Nudge:
Improving ...

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

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

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by Richard H. Thaler

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and Cass R. Sunstein
has a simple premise. And

Unlike classical economic theory, where people are fully rational and always do things in their best interest, we are really lazy, uninformed, and unmotivated.

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Richard H. Thaler, Cass
R. Sunstein, Nudge:
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about health, wealth, and
happiness ... a policy of
misinformation is

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incoherent, because
while information can
improve self-regarding
individual choice,
misinformation cannot.
For the non-paternalist,
fraud, even well intended
fraud, cannot be justified.

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That ' s the deceptively
simple premise of Nudge:
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About Health, Wealth
and Happiness by

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Richard H. Thaler and
Cass R. Sunstein. The
Choice Architect Nudge
argues that in order to
innovate in today ' s
cluttered world of
consumer-empowered
choice, you need to carve
your innovation at the
psychological joints of
human decision making.

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Decisions about Health,

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Improving

Decisions About

Wealth, and ...
Nudge, by Richard And

Thaler and Cass Sunstein

(of the University of

Chicago) wrote the book

as a manifesto to

“ improve decisions
about health, wealth, and
happiness. ”

Nudge: Improving

Decisions About Health,

Wealth, and ...

Nudge was written in

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2008 by the father of
behavioral economics

Richard Thaler with help
from Cass Sunstein. As a
major challenge to the
concept of traditional
Economic Man (Homo
economicus), Nudge
rejects this hyper-rational
model of the

individual. Instead it
posits that individuals are
simply Humans plagued
with automatic thinking,

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biases, prejudices,
irrationality, and
uncertainty in their ...

Richard H. Thaler, Cass
R. Sunstein, Nudge:
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Nudge is about how we
make these choices and
how we can make better
ones. Using dozens of
eye-opening examples
and drawing on decades
of behavioral science

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research, Nobel Prize
winner Richard H. And
Wealth

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Nudge lays out the
groundwork for the
science of choice
architecture in investing,
insurance, health care
delivery, and other areas,
and argues for a
"libertarian paternalism"

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in which choices are structured to make it more likely that a decision maker will select what is considered the most beneficial option, without impairing the ability to decision makers to select other options.

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About Health, Wealth,

and ...

Richard Thaler and Cass

Sunstein, both professors

at the University of

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Chicago, have done it
again with Nudge:

Improving Decisions
About Health, Wealth,
and Happiness Nudge
has become the 'it'
book...

Review: Nudge -
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About Health, Wealth ...
Nudge: Improving
Decisions about Health,
Wealth, and Happiness is

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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.

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really lazy, uninformed,
and unmotivated.

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About Health, Wealth,
and ...

Our mistakes make us
poorer and less healthy;
we often make bad
decisions involving
education, personal
finance, health care,

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mortgages and credit cards, the family, and even the planet itself. In Nudge, Thaler and Sunstein invite us to enter an alternative world, one that takes our humanness as a given. They show that by knowing how people ...

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