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Health, Wealth, and Happiness by
Richard H. Thaler and Cass R.
Sunstein has a simple premise.

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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In Nudge, Richard Thaler and Cass
Sunstein discuss at length how
choices are designed and how we
can make better decisions in
personal finance, health,
relationships, etc. A few
takeaways: • A ' Nudge ' is

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anything which pushes people slightly in one direction or to make some decision through context and design. It is a ' choice architecture ' which alters people ' s behavior in a predictable way without restricting any options.

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Thaler, Richard H. & Sunstein, Cass R. (Eds.), Yale University Press: New Haven, CT, 2008)

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3.Decision making—Psychological aspects. 4.Consumer behavior.

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Health, Wealth, and Happiness

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 was awarded the 2017 Nobel Prize in Economics.

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Nudge: Improving Decisions About Health, Wealth, and Happiness

(2008), a business self-help book

by Richard H. Thaler and Cass R.

Sunstein, explores the myriad of small factors that influence

decision making and the things we

can do to ensure that we are

making the best possible decisions.

The authors are both professors.

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Nudge Summary | SuperSummary
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

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From Cass R. Sunstein and Richard H. Thaler, winner of the 2017 Nobel Prize in Economics, Nudge is the book that has changed the way we think about decision-making. Nudge is about choices - how we make them and how we can make better ones. Every day we make decisions: about the things that we buy or the meals we eat; about the investments we make or our children's health and education; even the causes that we champion or the planet itself.

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Richard H. Thaler , Cass R.
Sunstein Yale University Press ,
2008 - Business & Economics -
293 pages

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Every day we make choices—about what to buy or eat, about financial investments or our children ' s health and education, even about the causes we champion or the planet itself. Unfortunately, we often choose poorly. Nudge is about how we 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 School professor Cass R. Sunstein show

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Happiness Richard H

Thaler
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Our mistakes make us poorer and less healthy; we often make bad decisions involving education, personal finance, health care, 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 think, we can design choice environments that make it easier for people to choose what is best for themselves, their families, and their society.

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Ninety percent of all drivers think
they are above average behind the
wheel, ” . Richard H. Thaler,
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likes. Like. “ Unrealistic optimism
is a pervasive feature of human
life; it characterizes most people in
most social categories.

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