



Nudge: Improving Decisions About Health, Wealth and Happiness

By Richard H. Thaler, Cass R. Sunstein

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Nudge: Improving Decisions About Health, Wealth and Happiness, Richard H. Thaler, Cass R. Sunstein, 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. Unfortunately, we often choose poorly. 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 Thaler and Sunstein show, no choice is ever presented to us in a neutral way. By knowing how people think, we can make it easier for them to choose what is best for them, their families and society. Using dozens of eye-opening examples the authors demonstrate how to nudge us in the right directions, without restricting our freedom of choice. "Nudge" offers a unique new way of looking at the world for individuals and governments alike. This is one of the most engaging, provocative and important books you will ever read.



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