

Nudge: Improving Decisions About Health, Wealth, And Happiness

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.

In this accessible collection, leading academic economists and philosophers apply behavioural economic findings to practical policy concerns.

“With insight, wisdom, affection, and concern, Sunstein has written the story of impeachment every citizen needs to know. This is a remarkable, essential book.” —Doris Kearns Goodwin No one is above the law, not even the president. Impeachment is the most potent tool the founders gave us to ensure it, and yet few of us even know how it works. As Benjamin Franklin famously put it, Americans have a republic, if we can keep it. Preserving the Constitution and the democratic system it supports is the public's responsibility. One route the Constitution provides for discharging that duty—a route rarely traveled—is impeachment. Expanding beyond violations of the law, impeachment was meant to defend against any action that would undermine the foundations of our republic. Harvard Law professor Cass R. Sunstein provides a succinct citizen's guide to this essential tool of self-government. Taking us deeper than mere partisan politics, he illuminates the constitutional design behind impeachment and emphasizes the people's role in holding presidents accountable. In spite of the loud national debate over whether or not the House is right to impeach Trump, impeachment itself remains widely misunderstood. Sunstein identifies and corrects a number of common misconceptions, and describes how impeachment helps is an essential piece of our constitutional order, and a crucial part of the framers' decision to install an empowered executive in a nation deeply fearful of kings. With an eye toward the past and the future, Impeachment: A Citizen's Guide considers a host of actual and imaginable arguments for a president's removal, explaining why some cases are easy and others hard, why some arguments for impeachment have been judicious and others not. And with an afterword and appendix on the current impeachment, it puts the national debate in its proper historical context. In direct and approachable terms, it is a guide through the treacherous waters of the impeachment process so that Americans of all political convictions may use their ultimate civic authority wisely.

"One of the best theoretical and applied analyses of university academic organization and leadership in print. This book is significant because it is not only thoughtfully developed and based on careful reading of the extensive literature on leadership and governance, but it is also deliberately intended to enable the author to bridge the gap between theories of organization, on one hand, and practical application,

on the other." —Journal of Higher Education

The Politics of Libertarian Paternalism

Economic Ideas You Should Read and Remember

21st Century Economics

Choosing Not to Choose

A Citizen's Guide

Nudge, Nudge, Think, Think

Healthy lives, healthy people

Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard H. Thaler and Cass R. Sunstein | Book Summary | Readtrepreneur (Disclaimer: This is NOT the original book. If you're looking for the 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 never make the wrong choice again. (Note: This summary is wholly written and published by readtrepreneur.com It is not affiliated with the original author in any 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." - 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 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 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 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. 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 Up Now and Click on the "Buy now with 1-Click" Button to Get your Copy Delivered to Your Doorstep Right Away! Why Choose Us, Readtrepreneur? Highest Quality Summaries Delivers Amazing Knowledge Awesome Refresher Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book. If you're looking for the original book, search for this link: http://amzn.to/2jyO48n

*Nudge*Improving Decisions about Health, Wealth, and Happiness

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

A definitive and wide-ranging overview of developments in behavioural finance over the past ten years. This second volume presents twenty recent papers by leading specialists that illustrate the abiding power of behavioural finance.

Why Nudge?

Paradoxes and Anomalies of Economic Life

How Falsehoods Spread, Why We Believe Them, and What Can Be Done

Animal Spirits

Save More Tomorrow

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

NUDGE

The best-selling author of *Simpler* offers an argument for protecting people from their own mistakes.

Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard H. Thaler and Cass R. Sunstein - Book Summary - Readtrepreneur (Disclaimer: This is NOT the original book, but an unofficial 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 decisions. With a simple nudge, you will never make the wrong choice again. (Note: This summary is wholly written and published by readtrepreneur. It is not affiliated with the original author in any 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." - 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 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 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 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. 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 Up Now and Click on the "Buy now with 1-Click" Button to Grab your Copy Right Away! Why Choose Us, Readtrepreneur? - Highest Quality Summaries - Delivers Amazing Knowledge - Awesome Refresher - Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book.

At the dawn of the information age, a proper understanding of information and how it relates to matter and energy is of utmost importance for the survival of civilisation. Yet, attempts to reconcile information concepts underlying science and technology with those en vogue in social science, humanities, and arts are rather rare. This book offers a new approach, departing from fragmented information concepts.Many academics refrain from undergoing unifications, as most undertakings are reductionistic. This book contends that it is the noble task of an as-yet-to-be-developed science of information to go one step in the direction of a unified theory of information without falling back into neither reduction nor anthropomorphisation.To be able to succeed in an ambitious task like this, 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 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 the volume: A Science of Information; A New Way of Thinking; Praxio-Onto-Epistemology; Evolutionary Systems Design; Evolutionary Systems Ontology; Evolutionary Systems Methodology; Capurro's Information Concept Trilemma; A Multi-Stage Model of Evolutionary Types of Information: Pattern Formation, Code-Making, and Constituting Sense; A Triple-C Model of Systemic Functions of Information: Cognising, Communicating, and Co-Operating; Nine Categories of Information Capabilities: Reflectivity (physical), Psyche (biotic), Consciousness (human); Connectivity (physical), Signalability (biotic), Languageability (human); Cohesiveness (physical), Coherency (biotic), Communitarity (human); Nine Categories of Information: Response (physical), Flexible Response (biotic), Reflexion (human); Correspondences (physical), Signals (biotic), Symbolic Acts (human); Assemblage (physical), Assignment (biotic), Association (human); A Unified Theory of Information for, about, and by means of the Information Society.

With a foreword by Richard Thaler, winner of the Nobel Prize in Economics! New Updated Edition, 2019. Dr David Halpern, behavioural scientist and head of the government's Behavioural Insights Team, or Nudge Unit, invites you inside the unconventional, multi-million pound saving initiative that makes a big difference through influencing small, simple changes in our behaviour. Using the application of psychology to the challenges we face in the world today, the Nudge Unit is pushing us in the right direction. This is their story.

Nudging Health

How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism

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

Improving Decisions about Health, Wealth and Happiness

The Ethics of Influence

Understanding the Value of Choice

Summary of Nudge

An updated and refreshed edition of the groundbreaking book that shows how people can be nudged toward decisions that will improve their lives "A fully revised version of the 2008 bestseller about making decisions. . . . Thaler and Sunstein deliver a spirited argument to enable well-informed people to overcome various biases. . . . Students of design, politics, economics, and many other fields will delight in these provocative discussions." --Kirkus Reviews Since the original publication of *Nudge* more than a decade ago, the word "nudge" has entered the vocabulary of businesspeople, policymakers, engaged citizens, and consumers everywhere. The book has given rise to more than 200 "nudge units" in governments around the world and countless groups of behavioral scientists in every part of the economy. It has taught us how to use thoughtful "choice architecture"—a concept the authors invented—to help us make better decisions for ourselves, our families, and our society. Now, the authors have rewritten the book from cover to cover, making use of their experiences in and out of government over the past dozen years as well as the explosion of new research in numerous academic disciplines. It offers a wealth of new insights, for both its avowed fans and newcomers to the field, about a wide variety of issues that we face in our daily lives--COVID-19, health, personal finance, retirement savings, credit card debt, home mortgages, medical care, organ donation, climate change, and "sludge" (paperwork and other nuisances that we don't want and keep us from getting what we do want)--all while honoring one of the cardinal rules of nudging: make it fun!

Behaviorally informed health policy? : patient autonomy, active choosing, and paternalism / Cass R. Sunstein -- Three choice architecture paradigms for healthcare policy / Russell Korobkin -- Can behavioral economics save healthcare reform? / Alan M. Garber -- Seven ways of applying behavioral science to health policy / Michael Hallsworth -- What can PPACA teach us about behavioral law & economics? / David A. Hyman and Thomas S. Ulen -- Bad medicine : does the unique nature of healthcare decisions justify nudges? / Mark D. White -- Nudging and benign manipulation for health / Nir Eyal -- The political morality of nudges in healthcare / Jonathan Gingerich -- An ethical framework for public health nudges: a case study of incentives as nudges for vaccination in rural india / Jennifer Blumenthal-Barby, Zainab Shipchandler, and Julika Kaplan -- Behavioral economics and food policy : the limits of nudging / Andrea Freeman -- Cost-sharing as choice architecture / Christopher T. Robertson -- Using behavioral economics to promote physicians' prescribing of generic drugs and follow-on biologics : what are the issues? / Ameet Sarpatwari, Niteesh K. Choudhry, Jerry Avorn, and Aaron S. Kesselheim -- Towards behaviorally informed policies for consumer credit decisions in self-pay medical markets / Jim Hawkins -- Extrinsic incentives, intrinsic motivation, and motivational crowding-out in health law and policy / Kristin Underhill -- Do financial incentives reduce intrinsic motivation for weight loss? : evidence from two tests of crowding-out / Aditi P. Sen, David Huffman, George Loewenstein, David A. Asch, Jeffrey T. Kullgren, and Kevin G. Volpp -- Affective forecasting in medical decision-making : what do physicians owe their patients? / Jennifer L. Zamzow -- Behavioral economics in the physician-patient relationship : a possible role for mobile devices and small data / Alexander M. Capron and Donna Spruijt-Metz -- The perilous promise of privacy : ironic influences on disclosure of health information / Ester Moher and Khaled El Emam -- Procedural justice by default : addressing medicare's backlog crisis / Matthew J.B. Lawrence -- Measuring the welfare effects of a nudge : a different approach to evaluating the individual mandate / Manisha Padi and Abigail R. Moncrieff -- Better off dead-paternalism and persistent unconsciousness / Sarah Conly -- Improving healthcare decisions through a shared preferences and values approach to surrogate selection / Nina A. Kohn -- Consumer protection in genome sequencing / Barbara J. Evans -- Forced to choose again : the effects of defaults on individuals in terminated health plans / Anna D. Sinaiko and Richard J. Zeckhauser -- Presumed consent to organ donation / David Orentlicher

In *The Ethics of Influence*, Cass R. Sunstein investigates the ethical issues surrounding government nudges, choice architecture, and mandates.

Why are we more likely to fall in love when we feel in danger? Why would an experienced pilot disregard his training and the rules of the aviation industry, leading to the deadliest airline crash in history? Why do we find it near-impossible to re-evaluate our first impressions of a person or situation, even when the evidence shows we were wrong? Discover the answers in *Sway*. We all believe we are rational beings, yet the truth is that we're much more prone to irrational behaviour than we realise or like to admit. In this compelling book, Ori and Rom Brafman reveal why. Looking at irrational behaviour in fields as diverse as medicine, archaeology and the legal system, they chart the psychological undercurrents that influence even our most basic decisions. In doing so they draw on the latest research in social psychology and behavioural economics to reveal the irresistible forces that sway us all. *Sway* is a fascinating insight into the way we all behave and will change the way you view the world.

The Irresistible Pull of Irrational Behaviour

Misbehaving

our strategy for public health in England

Improving Decisions About Health, Wealth and Happiness

Behavioural Insights in Health Care

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

Nudging to Reduce Inefficiency and Waste

This is among the most significant ways in which they effect social change, yet we are just beginning to understand the power and impact of default rules. Many 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 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 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. 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 and policies we predictably support.

Offering a groundbreaking study of the application of the science of choice, a guide that uses colorful examples from all aspects of life demonstrates how it is possible to design environments that make it more likely for us to act in our own interests.

NO.1 INTERNATIONAL BESTSELLER From Cass R. Sunstein and Richard H. Thaler, winner of the 2017 Nobel Prize in Economics, *Nudge* is the book that 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. Unfortunately, we often choose poorly. We are all susceptible to biases that can lead us to make bad decisions. 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 and original research, the authors demonstrate how to nudge us in the right directions, without restricting our freedom of choice. 'How often do you read a book that is both important and amusing, both practical and deep? ... A must-read for anyone who wants to see both our minds and our society working better' Daniel Kahneman, author of *Thinking, Fast and Slow* 'I love this book. It is one of the few books I've read recently that fundamentally changes the way I think about the world' Steven D. Levitt, co-author of *Freakonomics*

*How we became so burdened by red tape and unnecessary paperwork, and why we must do better. We've all 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 Cass Sunstein shows in *Sludge*, it can also also impair health, reduce growth, entrench poverty, and exacerbate inequality. Confronted by sludge, people just give up—and lose a promised outcome: 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. 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 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 justifications for certain kinds of 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 their time and even their lives don't matter. We must do better.*

The Economics of Nudge

The Winner's Curse

Book Review: Richard H. Thaler, Cass R. Sunstein: Nudge - Improving Decisions about Health, Wealth, and Happiness

Nudge**Summary - Nudge: Improving Decisions about Health, Wealth and Happiness By Richard H. Thaler Cass R. Sunstein****50 Great Myths of Popular Psychology**

Many of us are being misled. Claiming to know dark secrets about public officials, hidden causes of the current economic situation, and nefarious plans and plots, those who spread rumors know precisely what they are doing. And in the era of social media and the Internet, they know a lot about how to manipulate the mechanics of false rumors—social cascades, group polarization, and biased assimilation. They also know that the presumed correctives—publishing balanced information, issuing corrections, and trusting the marketplace of ideas—do not always work. All of us are vulnerable. In *On Rumors*, Cass Sunstein uses examples from the real world and from behavioral studies to explain why certain rumors spread like wildfire, what their consequences are, and what we can do to avoid being misled. In a new afterword, he revisits his arguments in light of his time working in the Obama administration.

The global financial crisis has made it painfully clear that powerful psychological forces are imperiling the wealth of nations today. From blind faith in ever-rising housing prices to plummeting confidence in capital markets, "animal spirits" are driving financial events worldwide. In this book, acclaimed economists George Akerlof and Robert Shiller challenge the economic wisdom that got us into this mess, and put forward a bold new vision that will transform economics and restore prosperity. Akerlof and Shiller reassert the necessity of an active government role in economic policymaking by recovering the idea of animal spirits, a term John Maynard Keynes used to describe the gloom and despondence that led to the Great Depression and the changing psychology that accompanied recovery. Like Keynes, Akerlof and Shiller know that managing these animal spirits requires the steady hand of government—simply allowing markets to work won't do it. In rebuilding the case for a more robust, behaviorally informed Keynesianism, they detail the most pervasive effects of animal spirits in contemporary economic life—such as confidence, fear, bad faith, corruption, a concern for fairness, and the stories we tell ourselves about our economic fortunes--and show how Reaganomics, Thatcherism, and the rational expectations revolution failed to account for them. *Animal Spirits* offers a road map for reversing the financial misfortunes besetting us today. Read it and learn how leaders can channel animal spirits--the powerful forces of human psychology that are afoot in the world economy today.

In a new preface, they describe why our economic troubles may linger for some time--unless we are prepared to take further, decisive action. Economics is a science that can contribute substantial powerful and fresh insights! This book collects essays by leading academics that evaluate the scholarly importance of contemporary economic ideas and concepts, thus providing valuable knowledge about the present state of economics and its progress. This compilation of short essays helps readers interested in economics to identify 21st century economic ideas that should be read and remembered. The authors state their personal opinion on what matters most in contemporary economics and reveal its fascinating and creative sides.

* 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 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 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 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!

Behavioural Public Policy

Advances in Behavioral Finance

How Colleges Work

Improving Decisions about Health, Wealth, and Happiness

The Cybernetics of Academic Organization and Leadership

Health Law and Behavioral Economics

A Unified Theory of Information Framework

An analysis of how findings in behavioral economics challenge fundamental assumptions of medical ethics, integrating the latest research in both fields. Bioethicists have long argued for rational persuasion to help patients with medical decisions. But the findings of behavioral economics—popularized in Thaler and Sunstein’s Nudge and other books—show that arguments depending on rational thinking are unlikely to be successful and even that the idea of purely rational persuasion may be a fiction. In Good Ethics and Bad Choices, Jennifer Blumenthal-Barby examines how behavioral economics challenges some of the most fundamental tenets of medical ethics. She not only integrates the latest research from both fields but also provides examples of how physicians apply concepts of behavioral economics in practice. Blumenthal-Barby analyzes ethical issues raised by “nudging” patient decision making and argues that the practice can improve patient decisions, prevent harm, and perhaps enhance autonomy. She then offers a more detailed ethical analysis of further questions that arise, including whether nudging amounts to manipulation, to what extent and at what point these techniques should be used, when and how their use would be wrong, and whether transparency about their use is required. She provides a snapshot of nudging “in the weeds,” reporting on practices she observed in clinical settings including psychiatry, pediatric critical care, and oncology. Warning that there is no “single, simple account of the ethics of nudging,” Blumenthal-Barby offers a qualified defense, arguing that a nudge can be justified in part by the extent to which it makes patients better off.

50 Great Myths of Popular Psychology uses popular myths as a vehicle for helping students and laypersons to distinguish science from pseudoscience. Uses common myths as a vehicle for exploring how to distinguish factual from fictional claims in popular psychology Explores topics that readers will relate to, but often misunderstand, such as 'opposites attract', 'people use only 10% of their brains', and 'handwriting reveals your personality' Provides a 'mythbusting kit' for evaluating folk psychology claims in everyday life Teaches essential critical thinking skills through detailed discussions of each myth Includes over 200 additional psychological myths for readers to explore Contains an Appendix of useful Web Sites for examining psychological myths Features a postscript of remarkable psychological findings that sound like myths but that are true Engaging and accessible writing style that appeals to students and lay readers alike

From the winner of the 2017 Nobel Prize in Economics Summary of Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard Thaler and Cass Sunstein provides insightful and revelatory information on how we make decisions Please note: This is a summary, analysis, and review of the book and not the original book: This book is meant for a great companionship of the original book or to simply get the gist of the original book. If you're looking for the original book, search for this link <http://amzn.to/2hjKRMU> In Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard Thaler and Cass Sunstein, the authors provide information on 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 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 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 kind of mortgage to take out; which medical insurance to choose; what cars to drive. This book cost is an accessible knowledge base for a fair price and without any risks. If you believe that this summary did not help you, get a refund within 7 DAYS! Better.me summaries is a company that provides accessible knowledge to people who craves development. Summaries are made for three types of people: first, the ones who listened to the audiobook and wants to have a quick recap of the main points. Second, people who read the whole book and wants to deepen their learnings with a summarized version. Third, people who want to know if its worth it to buy the actual book and prefer to do a quick scan just to make sure. Three Types of People Buy from better.me summaries: People that have read the whole book and wanted to have a shorter version to deepen their knowledge People who listened to the audiobook and want to learn the content through another perspective People that want to know if it's worth it buying the proper book by making a TINY investment of MONEY and TIME Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book. If you're looking for the original book, search for this link <http://amzn.to/2hjKRMU>

The Government recognises that many lifestyle-driven health problems are at alarming levels: obesity; high rates of sexually transmitted infections; a relatively large population of drug users; rising levels of harm from alcohol; 80,000 deaths a year from smoking; poor mental health; health inequalities between rich and poor. This white paper outlines the Government's proposals to protect the population from serious health threats; help people live longer, healthier and more fulfilling lives; and improve the health of the poorest. It aims to empower individuals to make healthy choices and give communities and local government the freedom, responsibility and funding to innovate and develop ways of improving public health in their area. The paper responds to Sir Michael Marmot's strategic review of health inequalities in England post 2010 - "Fair society, healthy lives" (available at <http://www.marmotreview.org/AssetLibrary/pdfs/Reports/FairSocietyHealthyLives.pdf>) and adopts its life course framework for tackling the wider social determinants of health. A new dedicated public health service - Public Health England - will be created to ensure excellence, expertise and responsiveness, particularly on health protection where a national response is vital. The paper gives a timetable showing how the proposals will be implemented and an annex sets out a vision of the role of the Director of Public Health. The Department is also publishing a fuller story on the health of England in "Our health and wellbeing today" (http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/@ps/documents/digitalasset/dh_122238.pdf), detailing the challenges and opportunities, and in 2011 will issue documents on major public health issues.

The Future of Government

Government in the Age of Behavioral Science

How Far to Nudge?

On Rumors

Sway

Simpler

The Relevance of Behavioral Economics for Medical Ethics

RICHARD H. THALER: WINNER OF THE 2017 NOBEL PRIZE IN ECONOMICS Shortlisted for the Financial Times and McKinsey Business Book of the Year Award **ECONOMIST**, **FINANCIAL TIMES** and **EVENING STANDARD** books of the year From the renowned and entertaining behavioural economist and co-author of the seminal work *Nudge*, *Misbehaving* is an irreverent and enlightening look into human foibles. Traditional economics assumes that rational forces shape everything. Behavioural economics knows better. Richard Thaler has spent his career studying the notion that humans are central to the economy – and that we're error-prone individuals, not Spock-like automatons. Now behavioural economics is hugely influential, changing the way we think not just about money, but about ourselves, our world and all kinds of everyday decisions.

Whether buying an alarm clock, selling football tickets, or applying for a mortgage, we all succumb to biases and make decisions that deviate from the standards of rationality assumed by economists. In other words, we misbehave. Dismissed at first by economists as an amusing sideshow, the study of human miscalculations and their effects on 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 incentives and market behaviour, Thaler enlightens readers about how to make smarter decisions in an increasingly mystifying world. He reveals how behavioural economic analysis opens up new ways to look at everything from household finance to assigning faculty offices in a new building, to TV quiz shows, sports transfer seasons, and businesses like Uber. When economics meets psychology, the implications for individuals, managers and policy makers are both profound and entertaining.

One of the world's top experts in behavioral 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 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 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 transforms them into behavioral solutions. These solutions, or tools, are based on cutting edge behavioral finance research and they can dramatically 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 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 finance to improve retirement outcomes. It also makes it easy for plan sponsors and their advisers to apply these behavioral tools using its innovative Behavioral Audit process.

Behavioural public policies, or nudges, have become increasingly popular in recent years, with governments keen to use light-touch interventions to improve the success of their public policies. In this unique book, Peter John explores nudges, their successes and limitations, and sets out a bold manifesto for the future of behavioural public policy. This book traces the beginnings of nudge in behavioural economics and tracks the adoption of its core ideas by policy-makers, providing examples of successful applications. By considering the question 'how far to nudge?', John reviews why it is crucial for governments to address citizen behaviours, and reviews the criticisms of nudge and its ethical limitations. Looking to its future, this book proposes the adoption of a radical version of nudge, nudge plus, involving increased feedback and more engagement with citizens. *How Far to Nudge?* will be a vital text for students of behavioural public policy and policy analysis, as well as for anyone looking for an introduction to nudge policy and an explanation for its growth in popularity.

Draws on behavioral psychology and economics to trace U.S. policy changes that reflect smarter and simpler government practices while preserving freedom of choice in areas ranging from mortgages and student loans to food labeling and health care.

How small changes can make a big difference

Impeachment

Good Ethics and Bad Choices

Sludge

Summary of Nudge: Improving Decisions about Health, Wealth, and Happiness**The Making of Behavioural Economics****Summary: Nudge**

When it was 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 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 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 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-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-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 that go into making a persuasive argument. 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 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 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 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 efficiency we impute to them.

* Our summary is short, simple and pragmatic. It allows you to 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 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 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 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 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 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 take so that they feel better. This is why paternalistic libertarians advocate its use. Are you ready to discover the benefits of gentle encouragement? *Buy now the summary of this book for the modest price of a cup of coffee!

Emergent Information

Assessing Behavioural Public Policy

Improving Decisions About Health, Wealth, and Happiness by Mark Egan

Experimenting with Ways to Change Civic Behaviour

Inside the Nudge Unit

Practical Behavioral Finance Solutions to Improve 401(k) Plans

What Stops Us from Getting Things Done and What to Do about It