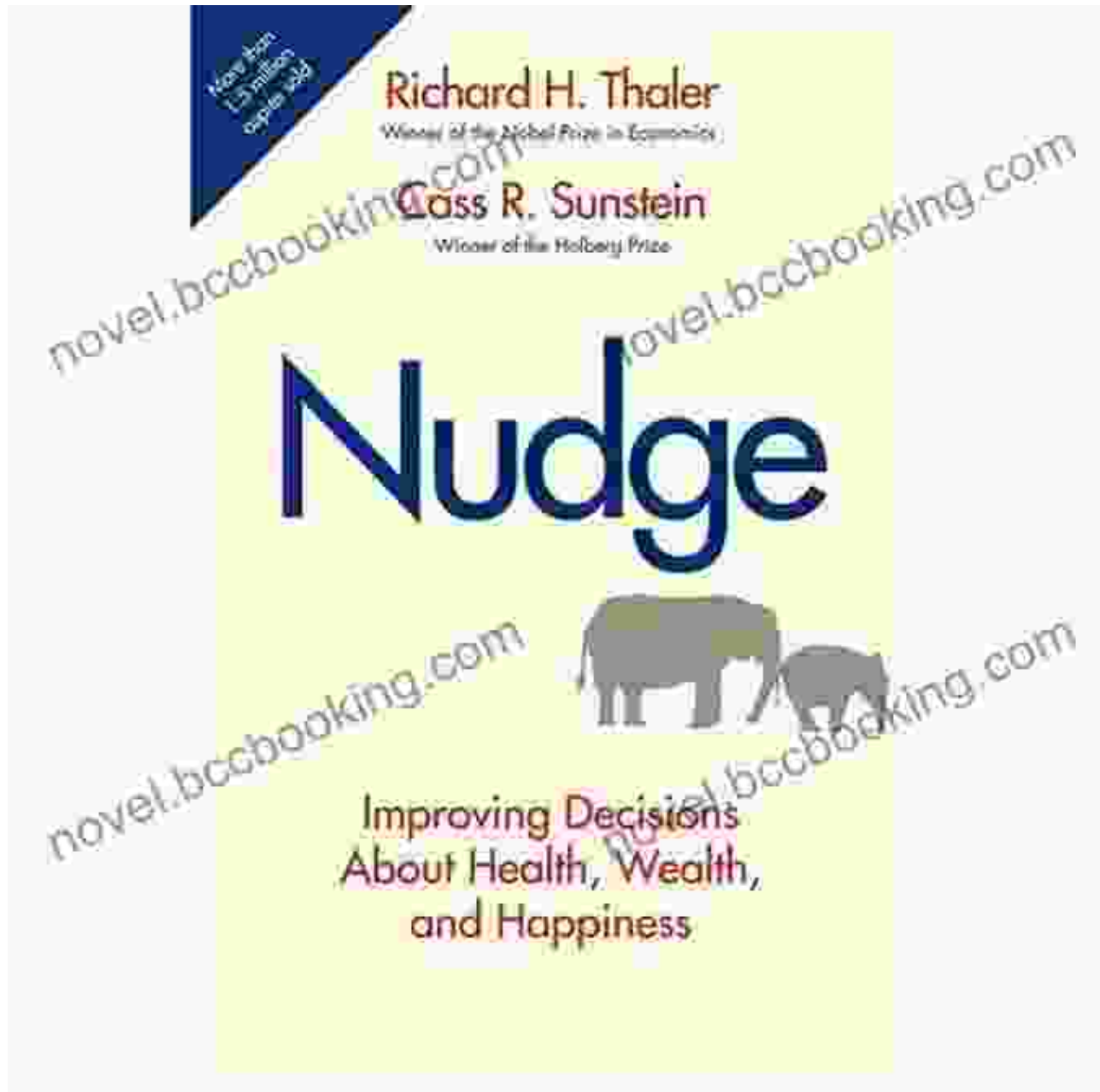


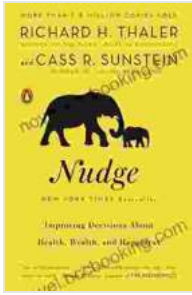
Nudge: Improving Decisions About Health, Wealth, and Happiness



Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard H. Thaler

★★★★★ 4.5 out of 5

Language : English



File size	: 4623 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 320 pages
Screen Reader	: Supported



In their book *Nudge*, Richard H. Thaler and Cass R. Sunstein argue that we can improve our decision-making by understanding how our brains work and by designing our environment to make it easier for us to make good choices.

Thaler and Sunstein define a nudge as "any aspect of the choice architecture that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives." In other words, nudges are subtle changes to the way we present choices that can have a big impact on the decisions we make.

For example, a study by the University of Pennsylvania found that people were more likely to choose healthy snacks when they were placed in clear containers at eye level than when they were placed in opaque containers at the bottom of a shelf. This is because the clear containers made the healthy snacks more salient, or noticeable.

Thaler and Sunstein argue that nudges can be used to improve our decisions about health, wealth, and happiness. For example, they suggest that we could use nudges to:

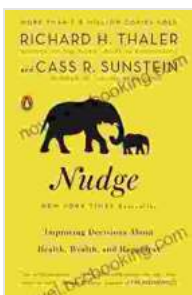
- Encourage people to save more for retirement.
- Help people make healthier food choices.
- Reduce energy consumption.
- Increase voter turnout.

Nudge is a fascinating and thought-provoking book that has the potential to change the way we think about decision-making. It is a must-read for anyone interested in improving their own decision-making or in understanding how to design better choices for others.

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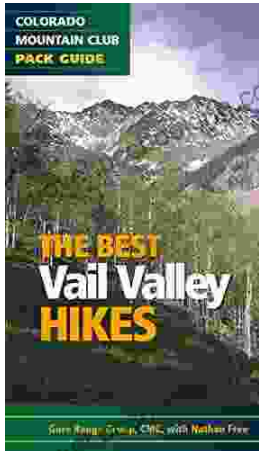


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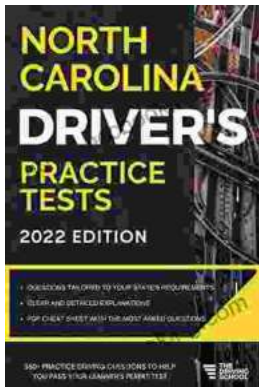
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