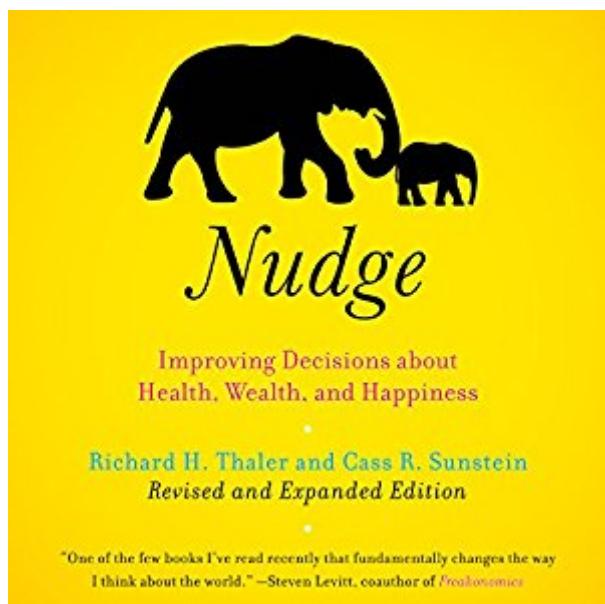


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# Nudge: Improving Decisions About Health, Wealth, And Happiness [Expanded Edition]



## Synopsis

Every day, we make decisions on topics ranging from personal investments to schools for our children to the meals we eat to the causes we champion. Unfortunately, we often choose poorly. The reason, the authors explain in this important exploration of choice architecture, is that, being human, we all are susceptible to various biases that can lead us to blunder. 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. 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. Using colorful examples from the most important aspects of life, Thaler and Sunstein demonstrate how thoughtful choice architecture can be established to nudge us in beneficial directions without restricting freedom of choice. *Nudge* offers a unique new take from neither the left nor the right on many hot-button issues, for individuals and governments alike. This is one of the most engaging and provocative books to come along in many years.

--This text refers to an alternate Audible Audio Edition edition.

## Book Information

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## Customer Reviews

The point is very clear. We all have preconditioned manners of making decisions and instead of having to choose from thousands of options it makes more sense to nudge us to a more common ground than to leave us confused and frustrated. This of course is on condition that there is pure

transparency of all the options. If you have ever read any books about psychology or studied the subject or have read Daniel Kahneman's book Thinking Fast and Slow, then this book will not provide you a lot of new insight. It looks at a lot of old and some recent researches about how people who think they are making rational decisions are in reality not and have pretty predictable decision patterns. The book then goes on to recommend how society could be better if we followed some type of Paternal Libertarianism where the ones providing choices like Insurance companies or government services nudge persons to make smarter decisions while being transparent of all the options and not hiding any of them. I agree with them almost 100%. Most of their suggestions and examples make sense as long as the ones nudging are 100% transparent. If you are anything like me, you will say the book is just okay and you will not be blown away by any Wow moments. So you can either read the book or save time and just speak to someone who read the book and have a nice long discussion with them.

This book covers a wide range of issues, to which the authors apply their theory of 'libertarian paternalism' or 'nudges'. Its coverage ranges from personal finance to social policies such as social security and organ donation. There is something useful for everyone. It contains an interesting chapter on the various psychological factors that influence decision making. (I had, in fact, just read before this Prof Thaler's book on 'Misbehaving', which provides a more detailed study of the factors.) Some of the subjects, e.g. saving for retirement, mortgage, organ donation, are covered in detail with insightful recommendations. Other subjects, e.g. credit cards and privatisation of social security, are touched upon only briefly and rather superficially. In all, an interesting read.

I liked the book but I got the sense that this book was written for economists who haven't considered that individuals and groups do not always act in a manner that a model would predict. There is a lot of good information here but I found myself thinking "of course that's why people do that".

Plenty of thought-provoking and practical ideas about how we do things, how we get people to do things, and why we are the way we are.

I enjoyed this book. Very interesting and informative. Excellent examples. Practical essential information for everyone. I recommend this book without qualifications. Must Read I feel that this is a very useful and essential book for almost everyone. This book is text to speech enabled so you can listen to the book or read the book or both. Eldon Edwards

This is a great book for anyone interested in behavioral economics, or economics in general. It's a fun book to read.

This book provided me with a new way to view the world. I thought a few parts were a bit stale, but overall it was a very enjoyable read.

When I first realized that the book was centered around the idea of "libertarian paternalism" I about laughed my butt off. How in the world could two antithetical ideologies work in harmony become a congruent ideology? I didn't think that it could, but the authors did a great job. I agree with most everything the authors had to say but wished they had fleshed out about some topics more, namely school choice. Anyways this was a very interesting read and deserves 5 stars

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