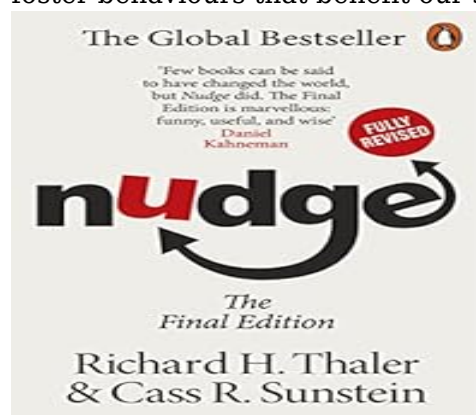


## Nudge: The Final Edition By Richard H Thaler

NO1 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 childrens 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 Ive read recently that fundamentally changes the way I think about the world Steven D Levitt co author of Freakonomics NO. Thaler.

Co-author of Freakonomics Nudge: The Final Edition I really loved that book Every scholar interested in Economics and Social Psychology should read it for they will certainly find examples that speak to them Nudge: The Final Edition Un best seller de Richard H Thaler ui est devenu depuis Prix Nobel 2017 déconomie Intéressant à lire sur le comportement de l'homo economicus et comment influencer ses bonnes décisions Même si certaines parties sont un peu laborieuses je pense à celle sur Medicare Part D pour un européen pas très concerné par les soucis des assurés sociaux américains Nudge: The Final Edition A very interesting book very practical for change leaders Nothing revolutionary just effective practices Some references will feel remote for non American readers Nudge: The Final Edition Les idées de l'auteur sur le paternalisme libertaire sont intéressante Dans son premier exemple il montre ue l'ordre de présentations des plats dans une cantine influe énormément sur ce ue les gens vont prendre Comment donc choisir l'ordre de présentations des plats Il y a beaucoup d'exemple très variés Au final j'ai trouvé ue le livre aurait pu être un peu plus bref et percutant mais il présente des idées très intéressantes Nudge: The Final Edition Should be a part of anyone's readlist Helps to understand the limits of most people's decision making and how to foster behaviours that benefit our society Nudge: The Final Edition



Makes a few interesting points but I found the tone a bit annoying the humour a bit cringeworthy and the content pretty thin for the number of pages it has It could have done what it did in far fewer pages if it had I would have given it 4 stars Nudge: The Final Edition Depuis ue j'ai lu ce livre l'auteur est devenu Prix Nobel d'Économie Mais il nous prend pour des enfants ui ont besoin d'une petite incitation pour prendre la bonne décision un petit coup de pouce On n'aime pas trop ça si on est celui ui est poussé même légèrement Enfin l'auteur donne des exemples humoristiques ainsi à l'aéroport d'Amsterdam des fausses mouches ont été apposé au fond des urinoirs afin d'inciter leurs utilisateurs a bien viser et ainsi réduire de 80 % ses dépenses de nettoyage des toilettes Nudge: The

Final Edition This book is a nice idea and tries to showcase the laws of unintended consequences but it is badly written and organized. It is just much too bitty; the chapters are split into too many sections so that the whole book has a fragmented feel and chapters seem to jump all over the place. In short, it reads like a first draft of someone's notes. The underlying ideas are good but the book needs a complete rewrite. There are many other books of this genre which are much better. Not recommended.

**Nudge: The Final Edition** If you've not read *Thinking Fast and Slow* by Kahneman then you'll get out of this. If you have read Kahneman then *Nudge* repeats a lot of the same ground. There are only a few nudges albeit discussed in some detail in the book but I guess it's the principle that's being expressed and it's for the reader to imagine the possibilities.

**Nudge: The Final Edition** Great book for those looking for tips and tricks to change people's behaviour. Thanks guys.

**Nudge: The Final Edition.**

Winner of the 2017 Nobel Prize in Economics, *Nudge* is the book that changed the way we think about decision-making. 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. 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. *Nudge* is about choices - how we make them and how we can make better ones. 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.'

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