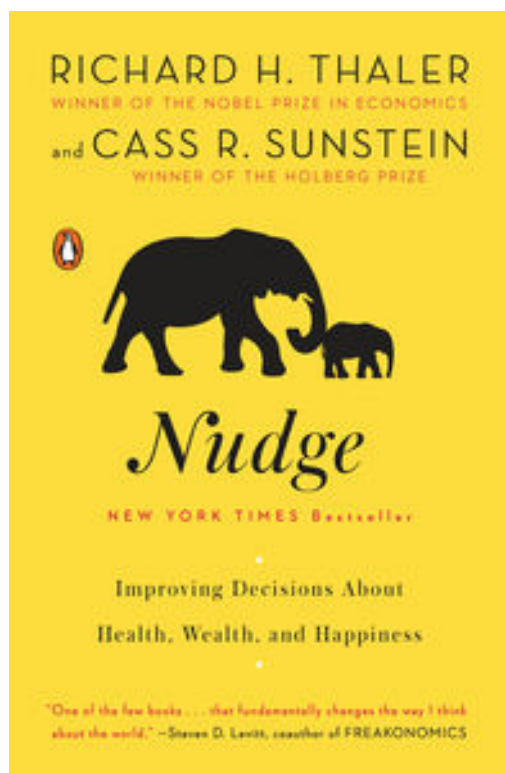


Nudge - Richard H. Thaler & Cass R. Sunstein Read Ebooks [EN] PDF, EPub, Mobi



Nudge Richard H. Thaler & Cass R. Sunstein Read ebooks [EN] PDF, ePub, Mobi, From the winner of the Nobel Prize in Economics, Richard H. Thaler, and Cass R. Sunstein: a revelatory look at how we make decisions—for fans of Malcolm Gladwell's *Blink* and Daniel Kahneman's *Thinking Fast and Slow*

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Sunstein show that no choice is ever presented to us in a neutral way, and that we are all susceptible to biases that can lead us to make bad decisions. But by knowing how people think, we can use sensible “choice architecture” to nudge people toward the best decisions for ourselves, our families, and our society, without restricting our freedom of choice.

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