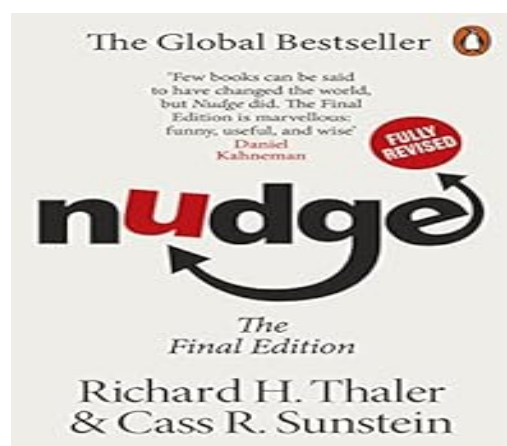


Nudge: The Final Edition By Richard H Thaler



Les idées de l'auteur sur le paternalisme libertaire sont intéressantes. Dans son premier exemple, il montre que l'ordre de présentations des plats dans une cantine influence énormément sur ce que les gens vont prendre. Comment donc choisir l'ordre de présentations des plats? Il y a beaucoup d'exemples très variés. Au final, j'ai trouvé que le livre aurait pu être un peu plus bref et percutant, mais il présente des idées très intéressantes.

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 Un best-seller de Richard H. Thaler qui est devenu depuis Prix Nobel 2017 d'économie. 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 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 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 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*: NO. Thaler.

Co-author of *Freakonomics*: *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 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 Depuis ue j'ai lu ce livre l'auteur est devenu Prix Nobel d'Économie Mais il 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 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 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' Steven D: 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. 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.1 INTERNATIONAL BESTSELLERFrom Cass R. Sunstein and Richard H. Unfortunately we often choose poorly. Levitt co-author of FreakonomicsNO.1 INTERNATIONAL BESTSELLERFrom Cass R. Sunstein and Richard H. Unfortunately we often choose poorly. Levitt.