



Nudge: Improving Decisions About Health, Wealth, and Happiness, Richard H. Thaler, Cass R. Sunstein, Penguin, 2009, 1101655097, 9781101655092, 320 pages. For fans of Malcolm Gladwell's *Blink* and Nobel Prize winner Daniel Kahneman's *Thinking Fast and Slow*, a revelatory new look at how we make decisions – A New York Times bestseller – An Economist Best Book of the Year – A Financial Times Best Book of the Year – *Nudge* is about choices – how we make them and how we can make better ones. Drawing on decades of research in the fields of behavioral science and economics, authors Richard H. Thaler and Cass R. Sunstein offer a new perspective on preventing the countless mistakes we make – ill-advised personal investments, consumption of unhealthy foods, neglect of our natural resources – and show us how sensible choice architecture can successfully nudge people toward the best decisions. In the tradition of *The Tipping Point* and *Freakonomics*, *Nudge* is straightforward, informative, and entertaining – a must-read for anyone interested in our individual and collective well-being. .

Nudge, Nudge, Think, Think Using Experiments to Change Civic Behaviour, Sarah Cotterill, Alice Moseley, Liz Richardson, Gerry Stoker, Hanhua Liu, Graham Smith, Corinne Wales, Hisako Nomura, Sep 15, 2011, Political Science, 208 pages. How can governments persuade citizens to act in socially beneficial ways? Thaler and Sunstein's book *Nudge* drew on work from behavioural economics to claim that citizens might

Nanny State How Food Fascists, Teetotaling Do-Gooders, Priggish Moralists, and other Boneheaded Bureaucrats are Turning America into a Nation of Children, David Harsanyi, Sep 18, 2007, Social Science, 304 pages. When did we lose our right to be lazy, unhealthy, and politically incorrect? Move over Big Brother! An insidious new group has inserted itself into American politics. They are

Psychology in Economics and Business An Introduction to Economic Psychology, Gerrit Antonides, 1996, Business & Economics, 430 pages. *Psychology in Economics and Business* is the first textbook in economic psychology that is targeted at students of economics and business administration. It describes the

Democracy and the Problem of Free Speech , Cass R. Sunstein, Feb 1, 1995, History, 344 pages. Freedom of speech is one of our greatest legal rights and Cass Sunstein is one of our greatest legal theorists. This book is a must read for anyone who wants to think seriously

Treasury Finance and Development Banking A Guide to Credit, Debt, and Risk, Biagio Mazzi, Aug 30, 2013, Business & Economics, 336 pages. Credit and credit risk permeates every corner of the financial world. Previously credit tended to be acknowledged only when dealing with counterparty credit risk, high-yield

The Partial Constitution , Cass R. Sunstein, 1994, Law, 414 pages. American constitutional law is at a crossroads. In a major new interpretation of the Constitution, Cass Sunstein offers a clear account of our present dilemmas and shows where

A self-control based theory of personal saving , Richard H. Thaler, 1985, Business & Economics, 36 pages. .

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The Financial Crisis in Perspective (Collection) , Mark Zandi, Satyajit Das, John Authers, George Chacko, Carolyn L. Evans, Hans Gunawan, Anders L. Sjoman, May 4, 2012, Political Science, 1040 pages. How the financial crisis really happened, and what it really meant: 3 books packed with lessons for investors and policymakers! These three books offer unsurpassed insight into

Bounded Rationality and Industrial Organization , Ran Spiegler, Jan 22, 2011, Business & Economics, 240 pages. Conventional economic theory assumes that consumers are fully rational, that they have well-defined preferences and easily understand the market environment. Yet, in fact

Founders at Work Stories of Startups' Early Days, Jessica Livingston, Sep 19, 2008, Business & Economics, 488 pages. Now available in paperback with a new preface and interview with Jessica Livingston about Y Combinator! Founders at Work: Stories of Startups' Early Days is a collection of

Nudge Awakening Each Other to the God Who's Already There, Leonard Sweet, Aug 1, 2010, Religion, 336 pages. Evangelism is about reaching out to others. Really? You think? Brace yourself. In Nudge, author Leonard Sweet sets out to revolutionize our understanding of evangelism. He

The Second Bill of Rights FDR's Unfinished Revolution and why We Need it More Than Ever, Cass R. Sunstein, 2004, Political Science, 294 pages. Using FDR's 1944 State of the Union Address as a starting point, the author delves deeply into the revolutionary mind that penned this remarkable declaration of economic rights

Worst-Case Scenarios , Cass R Sunstein, Jun 30, 2009, Political Science, 352 pages. Nuclear bombs in suitcases, anthrax bacilli in ventilators, tsunamis and meteors, avian flu, scorchingly hot temperatures: nightmares that were once the plot of Hollywood

Losing Ground American Social Policy, 1950-1980, Charles A. Murray, 1984, Biography & Autobiography, 323 pages. With a new introduction by the author, this tenth anniversary edition of the classic book argues that the ambitious social programs of the Great Society designed to help the

The Economics of Rights, Cooperation and Welfare , Robert Sugden, Mar 2, 2005, , 256 pages. This is a new edition - with a substantial new introduction - of a book which has had a significant impact on economics, philosophy and political science. Robert Sugden shows

Smart Flexibility Moving Smart and Flexible Working from Theory to Practice, Andy Lake, Jan 28, 2013, Business & Economics, 310 pages. Smart Flexibility: Moving Smart and Flexible Working from Theory to Practice is an engaging and practical management book to help organisations implement smart working. Written

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