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图书基本信息

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内容概要

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 that make us poorer, less healthy and less happy. 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 the authors demonstrate how to nudge us in the right directions, without restricting our freedom of choice. "Nudge" offers a unique new way of looking at the world for individuals and governments alike. This is one of the most engaging, provocative and important books you will ever read.

作者简介

Richard H. Thaler is the Ralph and Dorothy Keller Distinguished Service Professor of Behavioral Science and Economics and the director of the Center for Decision Research at the University of Chicago's Graduate School of Business. Cass R. Sunstein is Karl N. Llewellyn Distinguished Service Professor of Jurisprudence, University of Chicago Law School and Department of Political Science.

书籍目录

AcknowledgmentsIntroductionPART Humans and Econs 1. Biases and Blunders 2. Resisting Temptation
3. Following the Herd 4. When Do We Need a Nudge? 5. Choice ArchitecturePART Money 6. Save
More Tomorrow 7. Naive Investing 8. Credit Markets 9. Privatizing Social Security: Smorgasborg StylePART
Society 10. Prescription Drugs: Part D for Daunting 11. How to Increase Organ Donations 12. Saving the
Planet 13. Privatizing MarriagePART Extensions and Objections 14. A Dozen Nudges 15. Objections
16. The Real Third WayPostscript: The Financial Crisis of 2008NotesBibliographyIndex

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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 Levitt, author of Freakonomics 'This is a book that every CEO, or aspiring CEO, will want to read' James Kilts, former CEO of Gillette 'A manifesto for using the recent behavioral research to help people, as well as government agencies, companies and charities, make better decisions' New York Times 'A must-read for anyone who wants to see both our minds and our society working better. It will improve your decisions and it will make the world a better place' Daniel Kahneman, Nobel Laureate in Economics 'Nudge is as important a book as any I've read in perhaps 20 years' Barry Schwartz, author of The Paradox of Choice 'I am badly remiss for not heartily, vigorously, unabashedly endorsing for your immediate and intense attention the relatively new Nudge, by Richard Thaler and Cass Sunstein' Tom Peters, management guru 'Richard Thaler and Cass Sunstein's "Nudge" is a wonderful book. More fun than any important book has a right to be - and yet it is truly both' Roger Lowenstein, author of When Genius Failed 'Nudge won't nudge you - it will knock you off your feet' Daniel Gilbert, author of Stumbling on Happiness

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