



Nudge: Improving Decisions About Health, Wealth, and Happiness

Richard H. Thaler, Cass R. Sunstein

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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.

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