

Nudge improving decisions about health

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That s the deceptively simple premise of nudge improving decisions about health wealth and happiness by richard h thaler and cass r sunstein the choice architect nudge argues that in order to innovate in today s cluttered world of consumer empowered choice you need

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rational and always d.

The subtitle of nudge is improving decisions about health wealth and happiness but it would be more accurate if it read manipulating decisions about health wealth and happiness after all the consequences of manipulation depend upon t

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