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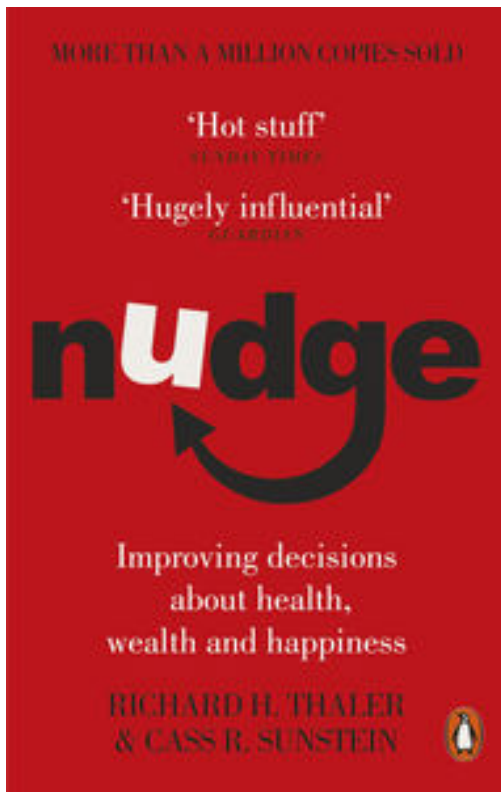
Lire des ebooks Nudge Richard H. Thaler & Cass R Sunstein PDF, ePub, mobi, NO.1 INTERNATIONAL BESTSELLER

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 anyonewho 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*

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