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has a simple premise. Unlike classical

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Nudge, by Richard Thaler and Cass Sunstein (of the University of Chicago) wrote the book as a manifesto to “improve decisions about health, wealth, and happiness.”

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Law scholar Cass Sunstein and behavioral economist Richard Thaler popularized the term “nudge” in their book, *Nudge: Improving Decisions about Health, Wealth, and Happiness*. Thaler has since won the Nobel Prize in

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Economics, and Sunstein was in charge
of the Obama nudge unit in 2009.

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economist Richard H. Thaler and

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Harvard Law School Professor Cass R. Sunstein, first published in 2008. The book draws on research in psychology and behavioral economics to defend libertarian paternalism and active engineering of choice architecture. The book received largely positive reviews. The Guardian described it as "never intimidating, always amusing and

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The Nudge blog is the online companion to Richard Thaler and Cass Sunstein's "Nudge: Improving Decisions About Health, Wealth, and Happiness." Here

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you'll find much more about nudging, choice architecture, libertarian paternalism, and many other terms you won't read about in standard economics books.

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Thaler and Sunstein: By a nudge we

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mean anything that influences our choices. A school cafeteria might try to nudge kids toward good diets by putting the healthiest foods at front.

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The “Nudge: Improving Decisions About Health, Wealth, and Happiness” is a very simple and well-explained book about life. Richard H. Thaler is the author of this book. Richard H. Thaler was awarded the 2017 Nobel Prize in Economics.

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can lead us to make bad decisions. But
by knowing how people think, we can
use sensible “choice architecture” to
nudge people toward the best decisions

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society, without restricting our freedom
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