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classical economic theory, where people are fully rational and always do things in their best interest, we are really lazy, uninformed, and unmotivated.

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Sunstein (of the  
University of Chicago)  
wrote the book as a  
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wealth, and  
happiness.”

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has been attracting  
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make decision making  
of individuals leading  
to desirable situations  
by means of indirect  
suggestions [26]. ...

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and behavioral  
economics to defend  
libertarian paternalism  
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of choice architecture.  
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largely positive  
reviews. The Guardian  
described it as "never  
intimidating, always  
amusing and  
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From Cass R. Sunstein  
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and Richard H. Thaler,  
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Nobel Prize in  
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the book that has

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;  
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making and the things  
we can do to ensure  
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But by knowing how people think, we can use sensible “choice architecture” to nudge people toward the best decisions for ourselves, our families, and our society, without restricting our freedom of choice. ... It will improve your ...

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improve their lives by  
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