

《轻轻一推NUDGE HTALER&SUN》

图书基本信息

书名：《轻轻一推NUDGE HTALER&SUNSTEIN》

13位ISBN编号：9780141040011

10位ISBN编号：0141040017

出版时间：2009-3

出版社：Oversea Publishing House

作者：Richard H Thaler; Cass R Sunstein

页数：320

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：www.tushu111.com

《轻轻一推NUDGE HTALER&SUN》

内容概要

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 that make us poorer, less healthy and less happy. 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 the authors demonstrate how to nudge us in the right directions, without restricting our freedom of choice. "Nudge" offers a unique new way of looking at the world for individuals and governments alike. This is one of the most engaging, provocative and important books you will ever read.

《轻轻一推NUDGE HTALER&SUN》

作者简介

Richard H. Thaler is the Ralph and Dorothy Keller Distinguished Service Professor of Behavioral Science and Economics and the director of the Center for Decision Research at the University of Chicago's Graduate School of Business. Cass R. Sunstein is Karl N. Llewellyn Distinguished Service Professor of Jurisprudence, University of Chicago Law School and Department of Political Science.

《轻轻一推NUDGE HTALER&SUN》

书籍目录

Acknowledgments Introduction PART Humans and Econs 1. Biases and Blunders 2. Resisting Temptation
3. Following the Herd 4. When Do We Need a Nudge? 5. Choice Architecture PART Money 6. Save
More Tomorrow 7. Naive Investing 8. Credit Markets 9. Privatizing Social Security: Smorgasborg Style PART
Society 10. Prescription Drugs: Part D for Daunting 11. How to Increase Organ Donations 12. Saving the
Planet 13. Privatizing Marriage PART Extensions and Objections 14. A Dozen Nudges 15. Objections
16. The Real Third Way Postscript: The Financial Crisis of 2008 Notes Bibliography Index

《轻轻一推NUDGE HTALER&SUN》

媒体关注与评论

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 Levitt, author of Freakonomics 'This is a book that every CEO, or aspiring CEO, will want to read' James Kilts, former CEO of Gillette 'A manifesto for using the recent behavioral research to help people, as well as government agencies, companies and charities, make better decisions' New York Times 'A must-read for anyone who wants to see both our minds and our society working better. It will improve your decisions and it will make the world a better place' Daniel Kahneman, Nobel Laureate in Economics 'Nudge is as important a book as any I've read in perhaps 20 years' Barry Schwartz, author of The Paradox of Choice 'I am badly remiss for not heartily, vigorously, unabashedly endorsing for your immediate and intense attention the relatively new Nudge, by Richard Thaler and Cass Sunstein' Tom Peters, management guru 'Richard Thaler and Cass Sunstein's "Nudge" is a wonderful book. More fun than any important book has a right to be - and yet it is truly both' Roger Lowenstein, author of When Genius Failed 'Nudge won't nudge you - it will knock you off your feet' Daniel Gilbert, author of Stumbling on Happiness

《轻轻一推NUDGE HTALER&SUN》

编辑推荐

Amazon.com Review

《轻轻一推NUDGE HTALER&SUN》

精彩短评

- 1、觉得有些地方作者虽然说了问题所在，但是却没有办法提出很好的对策。不过这本书还是非常值得一读。
- 2、有些小失望，书都是黑白的，不是彩色的，一点色彩也没有，看起来有些无聊~ 开始以为书是大点的，结果就是32开的，:(价格方面，书的后面标价是英镑，换算成人民币也差不多一样的价钱，没有便宜很多~值得欣慰的是，亚马逊的发货速度是十分滴快啊~O(_)O~ 一直都是~ 唉，给3个星吧~ 虽然书不理想，但是，速度是很重要滴~~
- 3、作者Thaler是芝加哥商学院教授，行为金融学大师，曾经和卡尼曼共事。作者的出发点是，我们都是人（Human），而不是经济人（Econ）。所以在做决策时，由此必然存在许多“偏见”和“不理性”。作者倡导Libertarian paternalism，也就是在保留人自由选择权利的前提下给以适当的引导（Nudge推），使得人能够做出更优的选择，避免作为一个人的弱点和偏见。作者提出了Choice Architects的概念。认为Choice Architect的设计者应该给人以合适的引导，这样在较少的经济开销和刺激下就能使人做出有利的抉择。全书分为四大部分。第一部分对Humans和Econs进行了区分。介绍了论点的基本框架，并且介绍了社会心理学、实验心理学的基本概念。第二、三部分从经济和社会的角度对libertarian paternalism以及choice architect探讨如何进行合理的制度设计。涉及退休金计划、个人投资、信用卡、社会保险、医疗保障、器官捐献、环境保护、婚姻等诸多领域。最后一部分覆盖了其他一些案例并且进行了一些展望。
- 4、英文版本的书籍，版面比普通的稍小，作为口袋读本还是不错的。

章节试读

1、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第79页

The golden rule of libertarian paternalism : offer nudges that are most likely to help and least likely to inflict harm.

2、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第131页

Attitudes toward risk depend on the frequency with which investors monitor their portfolios.

3、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第83页

4、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第86页

5、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第84页

6、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第95页

When choice is complicated and difficult, people might greatly appreciate a sensible default.

7、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第88页

8、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第81页

9、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第251页

10、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第87页

11、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第82页

12、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第85页

13、《轻轻一推NUDGE HTALER&SUNSTEIN》的笔记-第89页

Defaults

Expect Error

Give Feedback

Understanding "Mappings": from choice to welfare

Structure Complex Choices

Incentives

《轻轻一推NUDGE HTALER&SUN》

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:www.tushu111.com