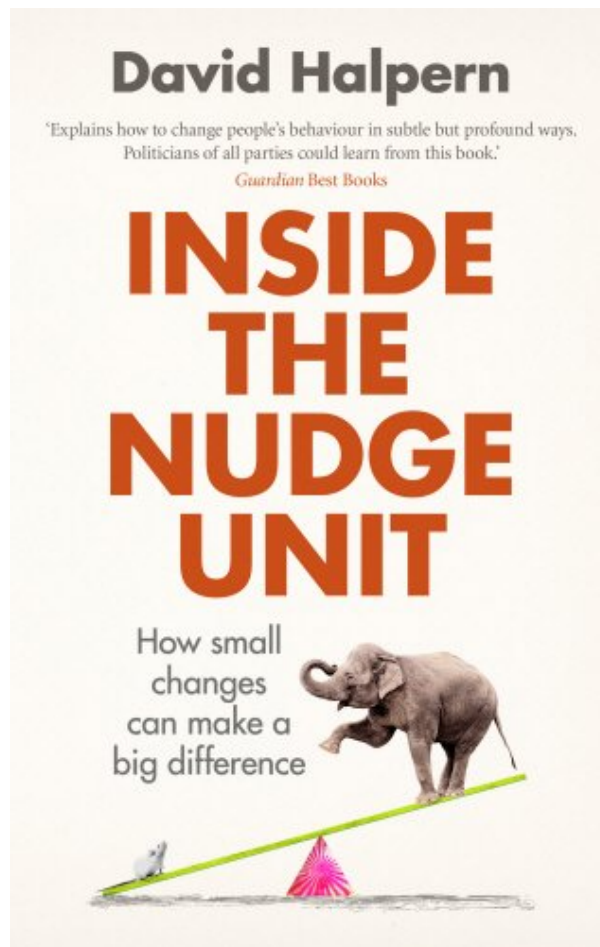


INSIDE THE NUDGE UNIT: HOW SMALL CHANGES CAN MAKE A BIG DIFFERENCE

BY DAVID HALPERN



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How small
changes
can make a
big difference



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Review

"A must-read account of one of the Cameron government's best innovations. *Inside the Nudge Unit* is a brilliant guide to making any organisation not just more effective, but more human." —Steve Hilton, former Senior Advisor to David Cameron; author, *More Human*

"David Halpern has written a magnificent book about a revolution at the heart of the British government. It's a riveting tale—and essential reading for anyone who wants to know how to make big changes happen." —Rohan Silva, former Senior Advisor to David Cameron; co-founder, *Second Home*

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Behavioral scientist Dr. David Halpern heads up the UK government's "Nudge Unit," the world's first government institution that uses behavioral economics to examine and influence human behavior, to "nudge" us into making better decisions. Seemingly small and subtle solutions have led to huge improvements across tax, healthcare, pensions, employment, crime reduction, energy conservation, and economic growth. Adding a crucial line to a tax reminder brought forward millions in extra revenue; refocusing the questions asked at the job center helped an extra 10% of people go off their benefits and back into work; prompting people to become organ donors while paying for their car tax added an extra 100,000 donors to the register in a single year. Now David Halpern and the Nudge Unit will help you to make better choices and improve your life. The Nudge Unit has attracted widespread media and public interest—large pieces have run in the New York Times and Economist; and it's been subject to case studies and reviews by the Harvard Business School and Goldman Sachs.

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Buy this Book! Way more than the name would suggest.

By Reisechica

I'm a bit sad to see that this book hasn't caught on like wildfire. It's been a game changer for my team. We are reading it together and seeking to take its lessons to apply specifically to our sphere (retention of students in higher ed, as it happens). It's a bit wonky at the start but gets into so many practical, head-slapping ideas which spark conversation and ideas. We've made some 'small' changes in how we communicate, when, what it looks like, etc., and we are seeing big results. I am evangelizing this book whenever possible (and have bought up a number of the paperback copies) but not seeing it take off. The name is perhaps off-putting, and maybe there are some 'nudge' messages about marketing of books in all of that. From my perspective and that of my team, this book is really helping us frame how we conduct our business.

1 of 1 people found the following review helpful.

The best Behavioral Economics book, Doctoral student certified, anyone can read and understand.

By Jacob C. Decker

Spring for the hard cover. Mine is all dog eared, highlighted, and has notes in the margins. Inside the Nudge Unit is much more about practical application and comes from the experience of government policy shifts. This book is less about economics from a philosophical stand point. The book would probably flow faster if I wasn't marking something on almost every page for reference later. This is not a book telling you about the foundations of economics (read Misbehaving). This book tells you what a department in the British government actually did, how they implemented it, what worked and didn't work, what they proved would be successful but weren't able to implement through the bureaucracy, and their thoughts and goals for the future. This book does a nice job sourcing the main take-a-ways of research papers and experiments without bogging things down in academic fluff. If you want something more technical then you're probably already able to access research journals. This book is meant to me more accessible. I've cited this book in my doctoral assignments many times and it's only been out 3 months. Other Books on the same topic: Misbehaving is a faster more humorous read, and full of great historical/philosophical information as well. Misbehaving: The Making of Behavioral Economics (Both are much better than Nudge which started the whole thing and was a best selling book of the year for many people) Nudge: Improving Decisions About Health, Wealth, and Happiness

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Somewhat involved description of the people and events that brought ...

By Robert Crow

Somewhat involved description of the people and events that brought "nudging" into a prominent position with the British government. The examples of "nudging" and the effects of these efforts are quite interesting. Similar to the content of Nudge, by Thaler and Sunstein, this book does not substantially clarify what a nudge is. Readers interested in getting a functional understanding of nudges and nudging should keep looking.

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