

Baixar Livros Gratuitos Nudge (PDF|ePub|Mobi|Mp3|Txt) Richard H. Thaler & Cass R. Sunstein Amor



Baixar livros gratuitos Nudge (PDF|ePub|Mobi|Mp3|Txt) Richard H. Thaler & Cass R. Sunstein amor, Edição revista e ampliada de um dos maiores clássicos sobre tomada de decisão, escrito por Richard H. Thaler, ganhador do prêmio Nobel de economia, e Cass R. Sunstein.

Todos os dias fazemos escolhas — sobre o que comprar ou comer, sobre investimentos financeiros ou a educação e saúde de nossos filhos. Infelizmente, muitas vezes fazemos as escolhas erradas. Em Nudge, Richard H. Thaler e Cass R. Sunstein explicam como podemos escolher melhor.

Com base em décadas de pesquisas em ciência comportamental e usando diversos exemplos reveladores, os autores mostram que nenhuma opção nos é apresentada de forma neutra, e que estamos todos suscetíveis a tomar decisões ruins. Ao compreender como as pessoas pensam é possível, no entanto, estabelecer uma "arquitetura da escolha" que facilita o reconhecimento das melhores opções para nós mesmos, nossa família e nossa sociedade, sem

restringir nossa liberdade.

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"Um dos poucos livros que muda de forma fundamental a maneira como pensamos sobre o mundo."
Steven D. Levitt, coautor de Freakonomics

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Baixar livros gratuitos Nudge (PDF|ePub|Mobi|Mp3|Txt) Richard H. Thaler & Cass R. Sunstein amor, The regular type of help documentation is really a hard copy manual that's printed, nicely bound, and functional. It operates as a reference manual - skim the TOC or index, get the page, and stick to the directions detail by detail. The challenge using these sorts of documents is the fact that user manuals can often become jumbled and hard to understand. And in order to fix this problem, writers can try and employ things I call "go over here" ways to minimize the wordiness and simplify this content. I've found this approach to be extremely ineffective most of the time. Why? Because **nudge** are considered unsuitable to get flipped through ten times for just one task. That is what online assistance is for.

If you realise your nudge so overwhelming, you are able to go ahead and take instructions or guides in the manual individually. Select a special feature you wish to give attention to, browse the manual thoroughly, bring your product and execute what the manual is hinting to complete. Understand what the feature does, using it, and don't go jumping to a different cool feature til you have fully explored the actual one. Working through your owner's manual by doing this assists you to learn everything concerning your digital product the best and most convenient way. By ignoring your digital product manual and not reading it, you limit yourself in taking advantage of your product's features. When you have lost your owner's manual, look at product instructions for downloadable manuals in PDF

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