



# **Nudge Theory in Action: Behavioral Design in Policy and Markets (Palgrave Advances in Behavioral Economics)**

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# Nudge Theory in Action: Behavioral Design in Policy and Markets (Palgrave Advances in Behavioral Economics)

## **Nudge Theory in Action: Behavioral Design in Policy and Markets (Palgrave Advances in Behavioral Economics)**

This collection challenges the popular but abstract concept of nudging, demonstrating the real-world application of behavioral economics in policy-making and technology. Groundbreaking and practical, it considers the existing political incentives and regulatory institutions that shape the environment in which behavioral policy-making occurs, as well as alternatives to government nudges already provided by the market. The contributions discuss the use of regulations and technology to help consumers overcome their behavioral biases and make better choices, considering the ethical questions of government and market nudges and the uncertainty inherent in designing effective nudges. Four case studies - on weight loss, energy efficiency, consumer finance, and health care - put the discussion of the efficiency of nudges into concrete, recognizable terms. A must-read for researchers studying the public policy applications of behavioral economics, this book will also appeal to practicing lawmakers and regulators.

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