

Nudge Baixar (PDF or ePub) Richard H. Thaler & Cass R. Sunstein GRATIS



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.

Best-seller do New York Times

"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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[PDF] A sutil arte de ligar o f*da-se



<http://new.beebok.info/br-1293280123/a-sutil-arte-de-ligar-o-f-da-se.html>

Chega de tentar buscar um sucesso que só existe na sua cabeça. Chega de se torturar para pensar positivo enquanto sua vida vai ladeira abaixo. Chega de se sentir inferior por não ver o lado bom de estar no fundo do poço. Coaching, autoajuda, desenvolvimento pessoal,...

[PDF] O milagre da manhã



<http://new.beebok.info/br-1155673257/o-milagre-da-manha.html>

Conheça o método simples e eficaz que vai proporcionar a vida dos sonhos — antes das 8 horas da manhã! Hal Elrod explica os benefícios de acordar cedo e desenvolver todo o nosso potencial e as nossas habilidades . O milagre da manhã permite que o leitor...

[PDF] Furacão Anitta



<http://new.beebok.info/br-1453894390/furacao-anitta.html>

Desde que deixou o Brasil inteiro babando com o Show das Poderosas, Anitta se tornou uma obsessão nacional. Seus clipes quebram a internet, jovens descolados copiam seu estilo e seus passos são seguidos por milhões de fãs, ávidos por qualquer...

[PDF] Do mil ao milhão



<http://new.beebok.info/br-1437535628/do-mil-ao-milhao.html>

Em seu primeiro livro, Thiago Nigro, criador da plataforma O Primo Rico , ensina aos leitores os três pilares para atingir a independência financeira: gastar bem, investir melhor e ganhar mais. Por meio de dados e de sua própria experiência como investidor e assessor, Nigro...

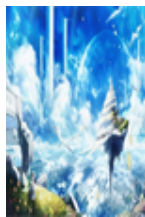
[PDF] O poder do hábito



<http://new.beebok.info/br-1254052358/o-poder-do-habito.html>

Charles Duhigg, repórter investigativo do New York Times, mostra que a chave para o sucesso é entender como os hábitos funcionam - e como podemos transformá-los. Durante os últimos dois anos, uma jovem transformou quase todos os aspectos de sua vida. Parou de...

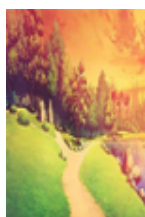
[PDF] Carefree rivers(1)



<http://new.beebok.info/br-1457115263/carefree-rivers-1.html>

In the courtyard of the Villa, a young man was in a daze, wondering what he was thinking. Look at the texture of his clothes is good, the appearance is also pretty, but the body seems a little thin, giving a feeling of weakness.

[PDF] Dragon language beast repair(2)



<http://new.beebok.info/br-1456552693/dragon-language-beast-repair-2.html>

When the sun was shining in the sky, he could hardly keep his eyes open. He raised his arms and Wang Dalin shielded himself from the sunshine. Today should have been a good day. He got up in the morning with bright sunshine and sparrows singing happily.

[PDF] Me Poupe!



<http://new.beebok.info/br-1381518235/me-poupe.html>

Como economizar no dia a dia? Como poupar mesmo ganhando pouco? Quais são os melhores (e os piores) investimentos? Como poupar para o futuro sem abrir mão dos desejos e necessidades do presente? Sei que você tem muitas dúvidas sobre o que fazer com o seu dinheiro. Sei...

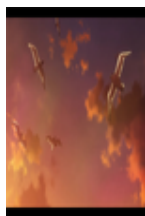
[PDF] Immortal machine(2)



<http://new.beebok.info/br-1457442296/immortal-machine-2.html>

She smiled and looked like a girl, but it was not like a child who had given birth: "At this time you still have the leisure to laugh, and the devil saw you for fear of giving you life and death."

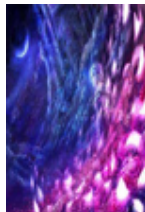
[PDF] Western God(1)



<http://new.beebok.info/br-1456387891/western-god-1.html>

Obviously, the magic in the Journey to the West has nothing to do with revising the truth, or something to do with it, but the relationship is limited! The body incarnation in the cultivation of truth is very cattle! It belongs to a very advanced skill!

[PDF] Altar Immortals(3)



<http://new.beebok.info/br-1457113148/altar-immortals-3.html>

Halfway up the hill, a teenager in grey clothes was walking slowly down the rugged mountain road with a pile of dry wood on his back. As he walked, he took out a book from his arms and turned it over. He was gradually fascinated by it.

[PDF] Fairy bell(2)



<http://new.beebok.info/br-1457132568/fairy-bell-2.html>

Since ancient times, how many people have struggled in the world, but can not get beyond it. How many people have fallen into the world of flashiness, happiness and material desire, but not their own heart, faint and disgusting, happy and complacent.

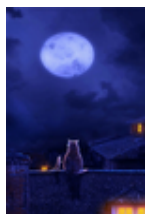
[PDF] Altar Immortals(2)



<http://new.beebok.info/br-1457111270/altar-immortals-2.html>

Halfway up the hill, a teenager in grey clothes was walking slowly down the rugged mountain road with a pile of dry wood on his back. As he walked, he took out a book from his arms and turned it over. He was gradually fascinated by it.

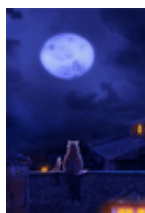
[PDF] Flight Before Fury(2)



<http://new.beebok.info/br-1457131819/flight-before-fury-2.html>

of wandering for ever and the earth again of seed-time, bloom, and the mellow-dropping harvest. And of the big flowers, the rich flowers, the strange unknown flowers.

[PDF] Flight Before Fury(3)



<http://new.beebok.info/br-1457132269/flight-before-fury-3.html>

of wandering for ever and the earth again of seed-time, bloom, and the mellow-dropping harvest. And of the big flowers, the rich flowers, the strange unknown flowers.
