

Baixar Nudge (PDF, ePub, Mobi) 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] O milagre da manhã



<http://media.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] A sutil arte de ligar o f*da-se



<http://media.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,...

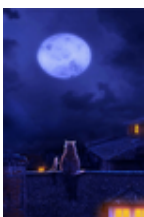
[PDF] Altar Immortals(2)



<http://media.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://media.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] **Altar Immortals(3)**



<http://media.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] **Flight Before Fury(3)**



<http://media.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.

[PDF] **Carefree rivers(3)**



<http://media.beebok.info/br-1457119026/carefree-rivers-3.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.

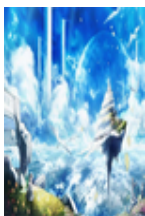
[PDF] **blue lotus(1)**



<http://media.beebok.info/br-1457120295/blue-lotus-1.html>

The vast land of floods and wilderness, billows rolling, peaks collapsed, the land fell to the southwest, full of scars, countless creatures were affected, both physical and spiritual extinction, not into reincarnation. In the middle of the earth, only half of the towering pillar of heaven still...

[PDF] **Carefree rivers(1)**



<http://media.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.

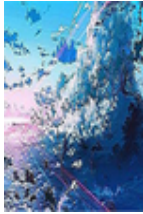
[PDF] **Altar Immortals(1)**



<http://media.beebok.info/br-1457107628/altar-immortals-1.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.

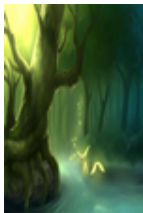
[PDF] Fairy bell(2)



<http://media.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.

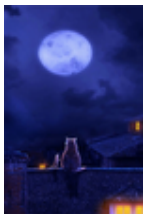
[PDF] blue lotus(2)



<http://media.beebok.info/br-1457121336/blue-lotus-2.html>

The vast land of floods and wilderness, billows rolling, peaks collapsed, the land fell to the southwest, full of scars, countless creatures were affected, both physical and spiritual extinction, not into reincarnation. In the middle of the earth, only half of the towering pillar of heaven still...

[PDF] Flight Before Fury(1)



<http://media.beebok.info/br-1457130789/flight-before-fury-1.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] Rebirth of a Red Boy(1)



<http://media.beebok.info/br-1457249769/rebirth-of-a-red-boy-1.html>

Cliffs scatter hazy clouds, and green pines attract colorful phoenixes. The distant peaks are like screens, mountains around fairy caves. Geographic veins originate from the dragon and are used when there is a predestination
