

Inspiration for further reading

Books

"Nudge - Improving decision about health wealth and happiness" by Richard H. Thaler og Cass R. Sunstein, 2008.

"Why Nudge? - The Politics og Libertarian Paternalism" by Cass R. Sunstein, 2015.

"Misbehaving - The making of Behavioural Economics" by Richard Thaler, 2015.

"Real World Research" by *Colin Robson & Kieran McCartain*

"Thinking, Fast & Slow" by Daniel Kahneman, 2011

"Scarcity: Why Having Too Little Means So Much" by Sendhill Mullainathan og Eldar Shafir, 2014.

"The Power of Habit - Why we do what we do and how to change it" by Charles Duhigg, 2011.

"Influence - the psychology of persausion" by Robert Cialdini, 1984.

"The Checklist Manifesto - How to get things right" by Atul Gawande, 2010.

"The Design of Everyday Things" by Donald Norman, 1988.

"Insurance and Behavioral Economics: Improving Decisions in the Most Misunderstood Industry" by Kunreuther, Pauly and McMorow, 2013

"When: The Scientific Secrets of Perfect Timing" by Daniel Pink, 2018

Reports

OECD, Behavioural Insights and Public Policy, *Lessons from Around the World*, 2017

OECD, Use of Behavioural Insights in Consumer Policy , 2017

European Commission, Behavioural Insights Applied to Policy, European Report, 2016

Newsletters

iNudgeyou: <https://inudgeyou.com/en/frontpage/>

Behavioural Insight Team: <https://www.behaviouralinsights.co.uk/>

Behavioral Science & Policy Association: <https://behavioralpolicy.org/>