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## Trusting Nudges

Toward A Bill of Rights for Nudging

**Cass R. Sunstein**, Harvard University, USA and **Lucia A. Reisch**, Copenhagen Business School, Denmark

*Series: Routledge Advances in Behavioural Economics and Finance*

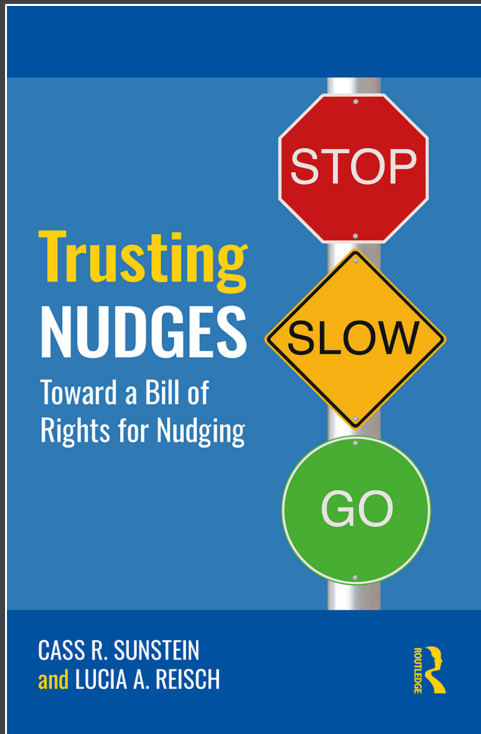
In recent years, many governments have implemented behaviorally informed policies, focusing on "nudges" – interventions that steer people in certain directions. These policies have created both academic and political controversy, above all from those who believe that they do not treat people with respect, or that they can amount to forms of manipulation. Using a data from a wide range of countries, this book addresses these concerns by exploring what citizens actually think about these behaviorally informed policies, looking at differences between countries, types of "nudge", and the role of political differences.

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