

Preface

Nudges: everyone is talking about them but no-one really knows what they are nor how they are used. At worst, they might be seen as the latest management fad. At best, someone might have read the excellent book by Eric Singler, *Nudge Marketing*, and will know that Nudges are ways to change behaviors while preserving freedom of choice by making subtle changes to the choice context.

Others may have a few well-established examples of Nudges. Such as the drop in energy consumption which is triggered by showing your neighbors' average energy use on your household bills. Or the massive increase in the number of organ donors that was achieved by switching from opt in to opt out on registration forms. Still, all the famous examples of Nudges are in the field of public action, which leaves people with the impression that nudging is only a tool for governments.

Eric Singler's new book, *Nudge Management*, is important because it masterfully dismantles these two preconceptions: that nudging isn't real, and that nudging is just for public policy.

In reality, nudging is the brainchild of the most recent advances and the most cutting-edge findings in behavioral science. This new discipline, represented by two Nobel Prize winners Daniel Kahneman and Richard Thaler, combines social psychology and experimental economics to better understand human behaviors as they really are, rather than as they should be. As a true connoisseur of this discipline and its main players, Eric Singler has the rare talent of being able to put this body of science into plain language, and shows that the Nudge concept is something very different from the unscientific anecdotes found in management books for the general public.

But the greatest merit of *Nudge Management* is certainly to show that the benefits of nudging venture far beyond the sphere of public policy. Because yes, Nudges can help you to be more effective in the workplace. Drawing on his vast experience as an entrepreneur himself, and as an advisor to leading companies, Eric Singler reveals how our decision making and behavior at work can be influenced by our bounded rationality. It also shows us the insufficiency, and

