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Inside the Nudge Unit is a brilliant guide to making any organisation not just more effective, but more human" (Steve Hilton, former Senior Advisor to David Cameron and author of More Human) "David Halpern has

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Behavioural scientist Dr
David Halpern heads up
Number 10's 'Nudge Unit',
the world's first government

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institution that uses behavioural economics to examine and influence human behaviour, to 'nudge' us into making better decisions. Every day we make countless decisions, from the small, mundane things to tackling

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life's big questions, but we
don't always make the right
choices.

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"Inside the Nudge Unit" is a

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book written by David Halpern, who is the Chief Executive of the Behavioural Insights Team (BIT), unofficially known as the "Nudge Unit". BIT was originally set up in 2010 within the UK Cabinet

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Office, but in 2014, it was
privatised by splitting the
ownership equally between
the UK government, the
charity Nesta , and BIT's
employees.

Book Review: Inside the

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**Nudge Unit – The Curious
Learner**

'Inside The Nudge Unit' is a fascinating book which explains how the use of controlled experiments has helped government policy makers base decisions on

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scientific evidence rather than doing things the way it has always been done. Using insights from the behavioural sciences the UK government's Behavioural Insights Team (BIT) is at the forefront of this

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scientific approach to
decision making.

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Inside the Nudge Unit: How
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(2015) Every day we make countless decisions, from the small, mundane things to tackling life's big questions, but we don't always make the right choices. Behavioural scientist Dr David Halpern

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heads up Number 10's 'Nudge Unit', the world's first government institution that uses behavioural economics to examine and influence human behaviour, to 'nudge' us into making better decisions.

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...

The Nudge Unit is working closely with the Department of Health and Social Care in crafting the government

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response. The most visible
manifestation of its
influence to date is in the
communication around hand-
washing and face touching -
in particular the use of
"disgust" as an incentive to
wash hands and the

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suggestion of singing Happy
Birthday to ensure hands are
washed for the requisite 20
seconds.

**"Nudge Unit" | The Institute
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New Updated Edition, 2019.

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Dr David Halpern, behavioural scientist and head of the government's Behavioural Insights Team, or Nudge Unit, invites you inside the unconventional, multi-million pound saving initiative that makes a big

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Using the application of
psychology to the challenges
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I read David Halpern's
Inside the Nudge Unit
recently. The book tells the
story of the development of
the Behavioural Insights

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Team. Following a foreword
by Richard Thaler, the book
is divided into four
sections outlined below:

**Inside the Nudge Unit: How
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behavioural scientist and
head of the government's
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The world is slowly coming
around to the Nudge Unit's
radically different approach

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to how you decide and
implement policy. The Nudge
Unit was set up in 2010 with
a sunset clause that said it
would...

**How The Government's Nudge
Unit Makes Tiny Changes To**

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In this lecture David will talk about his new book, Inside the Nudge Unit - How Small Changes can make a Big Difference. David Halpern is CEO of The Behavioural Insights Team (BIT), which

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Changes Can Make A Big
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was set up by 10 Downing
Street in 2010. He is also
the UK's national adviser on
What Works.

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Inside the Nudge Unit: How small changes can make a big difference. Book by David Halpern: "Every day we make countless decisions, from the small, mundane things to tackling life's big questions, but we don't

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always make the right choices. Behavioural scientist Dr David Halpern heads up Number 10's 'Nudge Unit', the world's first government institution that uses behavioural economics to examine and influence

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human behaviour, to 'nudge'
us into making better
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foreword by Richard Thaler,
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Halpern, behavioural
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David Halpern :

9780753556559

Inside the Nudge Unit

Halpern makes much of BIT
being set up with objectives
which included spreading

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'the understanding of behavioural approaches across Whitehall' and achieving at least a tenfold return on the cost of the unit' (55) which it had to meet within two years or be closed down (56).

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