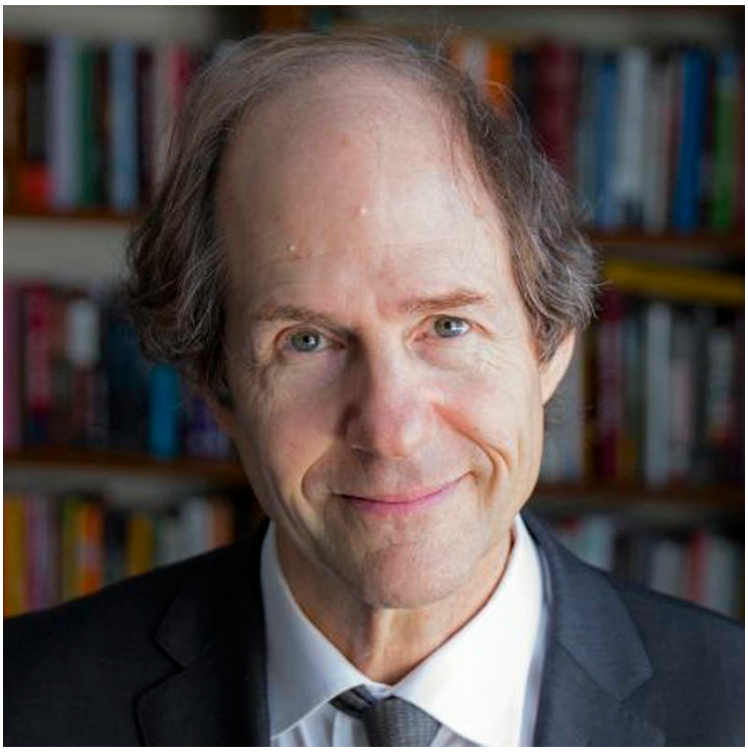


CASS SUNSTEIN

Harvard Professor, Former Administrator of the White House Office of Information and Regulatory Affairs

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- Co-author (with Richard Thaler) of the global best seller Nudge.
- Former President Obama's "regulatory czar" (heading the White House Office of Information and Regulatory Affairs)
- Founder and director of the Program on Behavioral Economics and Public Policy at Harvard Law School

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Cass R. Sunstein is currently the Robert Walmsley University Professor at Harvard. From

2009 to 2012, he was Administrator of the White House Office of Information and Regulatory Affairs. He is the founder and director of the Program on Behavioral Economics and Public Policy at Harvard Law School. Mr. Sunstein has testified before congressional committees on many subjects, and he has been involved in constitution-making and law reform activities in a number of nations.

Mr. Sunstein is author of many articles and books, including Republic.com (2001), Risk and Reason (2002), Why Societies Need Dissent (2003), The Second Bill of Rights (2004), Laws of Fear: Beyond the Precautionary Principle (2005), Worst-Case Scenarios (2001), Nudge: Improving Decisions about Health, Wealth, and Happiness (with Richard H. Thaler, 2008), Simpler: The Future of Government (2013) and most recently Why Nudge? (2014) and Con-spiracy Theories and Other Dangerous Ideas (2014). He is now working on group deci-sionmaking and various projects on the idea of liberty.

Drawing on state-of-the-art work in behavioral psychology and economics, Cass Sunstein, as administrator of the powerful White House Office of Information and Regulatory Affairs (OIRA), quietly helped save the nation billions of dollars while preventing thousands of deaths and countless illnesses and accidents. All this was accomplished in part through the extraordinary power of nudges—low-cost, seemingly modest policies that preserve freedom of choice.

TEMAS

- Leadership
- Behavioral economics
- Behavioral Finance
- Administrative Law
- Constitutional Law
- Law and Economics: Behavioral Law and Economics

PROGRAMAS

Nudge: Improving Decisions About Health, Wealth, and Happiness

Nudge is about choices—how we make them and how we can make better ones. Drawing on decades of research in the fields of behavioral science and economics, authors Richard H. Thaler and Cass R. Sunstein offer a new perspective on preventing the countless mistakes we make—ill-advised personal investments, consumption of unhealthy foods, neglect of our natural resources—and show us how sensible "choice architecture" can successfully nudge people toward the best decisions. In the tradition of The Tipping Point and Freakonomics, Nudge is straightforward, informative, and entertaining—a must-read for anyone interested in our individual and collective well-being.

Why Nudge?: The Politics of Libertarian Paternalism

Based on a series of pathbreaking lectures given at Yale University in 2012, this powerful, thought-provoking work by national best-selling author Cass R. Sunstein combines legal theory with behavioral economics to make a fresh argument about the legitimate scope of government, bearing on obesity, smoking, distracted driving, health care, food safety, and other highly volatile, high-profile public issues. Behavioral economists have established that people often make decisions that run counter to their best interests—producing what Sunstein describes as "behavioral market failures." Sometimes we disregard the long term; sometimes we are unrealistically optimistic; sometimes we do not see what is in front of us. With this evidence in mind, Sunstein argues for a new form of paternalism, one that protects people against serious errors but also recognizes the risk of government overreaching and usually preserves freedom of choice.

Against those who reject paternalism of any kind, Sunstein shows that "choice architecture"—government-imposed structures that affect our choices—is inevitable, and hence that a form of paternalism cannot be avoided. He urges that there are profoundly moral reasons to ensure that choice architecture is helpful rather than harmful—and that it makes people's lives better and longer.

Simpler: The Future of Government

For nearly four years, Cass R. Sunstein, bestselling author and President Obama's "Regulatory Czar," helped to oversee a revolution in better government. He explains how and why—and what comes next.

Simpler government arrived four years ago. It helped put money in your pocket. It saved hours of your time. It improved your children's diet, lengthened your life span, and benefited businesses large and small. It did so by issuing fewer regulations, by insisting on smarter regulations, and by eliminating or improving old regulations. Cass R. Sunstein, as administrator of the most powerful White House office you've never heard of, oversaw it and explains how it works, why government will never be the same again (thank goodness), and what must happen in the future.

The evidence is all around you, and more is coming soon. Simplified mortgages and student loan applications. Scorecards for colleges and universities. Improved labeling of food and energy-efficient appliances and cars. Calories printed on chain restaurant menus. Healthier food in public schools. Backed by historic executive orders ensuring transparency and accountability, simpler government can be found in new initiatives that save money and time, improve health, and lengthen lives. Simpler: The Future of Government will transform what you think government can and should accomplish.

PUBLICACIONES

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