## **Contents**

Foreword by Cass R. Sunstein

Nudging: A Very Short Guide / v

Preface by Pierre Chandon / xiii

Introduction

The incentive revolution / 1

PART ONE

USING BEHAVIORAL SCIENCE TO SOLVE BUSINESS AND SOCIETAL CHALLENGES / 13

**Chapter 1 - Behavioral science: from** *Homo economicus* **to** *Homo psychologicus* / 15

Chapter 2 - The four challenges of behavioral science in the workplace: cognitive biases in action  $/\ 47$ 

Chapter 3 - What really generates engagement / 89

**PART TWO** 

CREATING THE PILLARS FOR PERSONAL EFFECTIVENESS AND PERFORMANCE / 107

Chapter 4 - Being effective at work: from organization to state of mind  $/\ 109$ 

Chapter 5 - First key incentive: a workplace geared towards well-being  $/\ 139$ 

Chapter 6 - An engaging psychological environment: inciting through leadership and progressive management / 169

## PART THREE

ENCOURAGING GROUPS TO ADOPT WINNING BEHAVIOR / 207

Chapter 7 - A basic requirement: talents that can work together / 209

**Chapter 8 - Encouraging innovation and lifelong learning** / 231

Chapter 9 - Applying Nudge management to any business challenge / 253

## Conclusion

I have a dream... / 269

Bibliography / 273