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## *Behavioural Public Policy*

How can individuals best be encouraged to take more responsibility for their well-being and their environment or to behave more ethically in their business transactions? Across the world, governments are showing a growing interest in using behavioural economic research to inform the design of nudges which, some suggest, might encourage citizens to adopt beneficial patterns of behaviour. In this fascinating collection, leading academic economists, psychologists and philosophers reflect on how behavioural economic findings can be used to help inform the design of policy initiatives in the areas of health, education, the environment, personal finances and worker remuneration. Each chapter is accompanied by a shorter 'response' that provides critical commentary and an alternative perspective. This accessible book will interest academic researchers, graduate students and policy-makers across a range of disciplinary perspectives.

ADAM OLIVER is a reader in the Department of Social Policy at the London School of Economics and Political Science. Dr Oliver's principal research interests focus upon behavioural economics and its applications to public and private decision-making, on which he has published extensively. He is founding editor of the journal *Health Economics, Policy and Law*.

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ADAM OLIVER

*London School of Economics and Political Science*



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