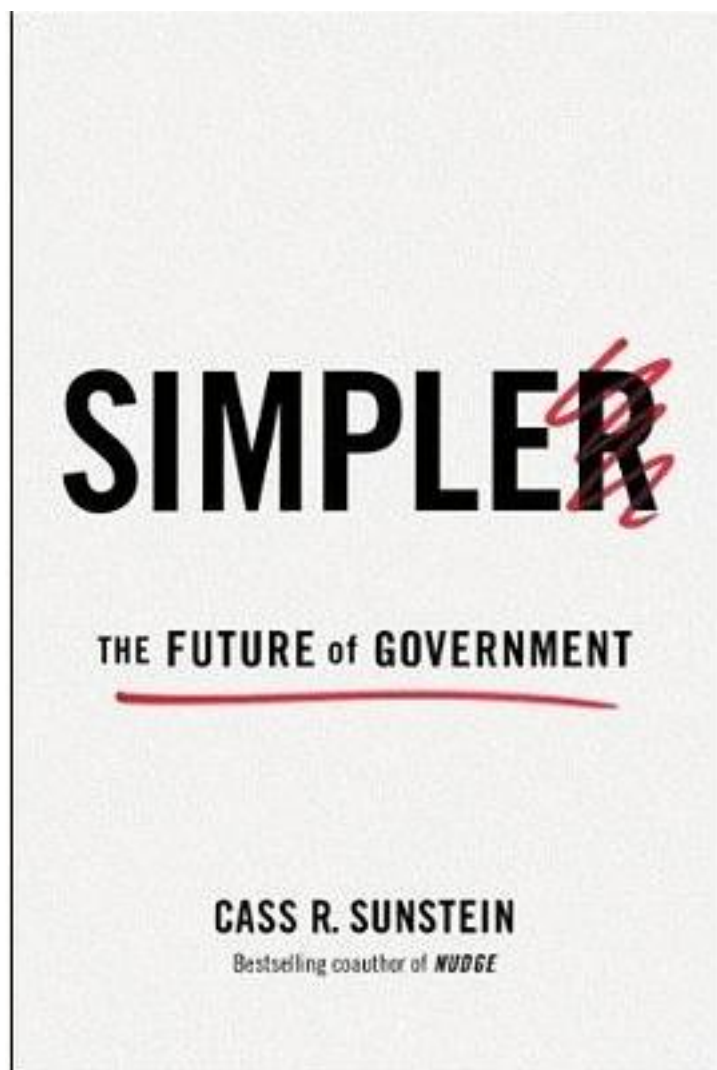


# Simpler



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著者:Cass R. Sunstein

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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.

The future of government arrived four years ago. Government became simpler, it became smarter, and Cass Sunstein was at the center of it all. Drawing on state-of-the-art work in behavioral psychology and economics, 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. In combination with smart, disciplined cost-benefit analysis, nudges are simplifying government and making it far more effective.

Twenty-first century insights now inform simplified mortgage and student loan applications, the labeling of food and energy-efficient cars, financial reform, and health care reform. New principles—democratizing data, presenting individuals and businesses with the most salient information, ensuring that the better outcome is the automatic outcome—are transforming government. Countless regulations are being streamlined or eliminated. Transparent review of which rules are working, and which aren't, is becoming the norm. Citing numerous examples from his years in the first term of the Obama Administration, and projecting forward into a data-driven future, *Simpler* provides a new understanding of how government can work.

作者介绍:

Cass Sunstein is the nation's leading legal scholar who, for decades, has been at the forefront of behavioral economics. From 2009 to 2012, he served as the administrator of the White House Office of Information and Regulatory Affairs. He is the Felix Frankfurter Professor of Law at Harvard Law School. His book, *Nudge*, coauthored with Richard Thaler, was a national bestseller. He is married to Samantha Power.

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标签

行为经济学

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## 评论

桑斯坦在写书方面不可谓不高产，近来与他写的书联系的比较紧密的一个就是nudge，另外一个就是system1,system2思维

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有点啰嗦 但依然是一本好书。。

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有一门课的老师是Cass Sunstein的忠实粉丝，这本书可以当做作者第一本书Nudge的第二部。作者用了很多小故事来分析美国政府未来如何能变得更简单，非常通俗易懂。

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## 书评

此书作者是奥巴马在位时期美国白宫信息与监察事务办公室的主管，全书主要是作者在担任主管期间参与政策研究与制定的回忆与解释，所谓政府简化，基本就是政府通过助推实现简化，通过管理方式的变革达此目的。全书运用了很多行为心理学知识，将人脑分为I系统（感性）和II系统（...

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我国新一轮行政体制改革的核心内容是“简政放权”：制定权力清单、下放行政权力。而在早几年奥巴马刚上台的时候，美国政府中同样也展开了一场“简化”行动。无论是中国政府的权力清单，抑或美国政府的“简化”运动，其目的都在于简政放权，创新政府的管理模式。 白...

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《简化》书评

对于政府和政令的作用，中国古代的两个学术派别可以说是刚好相反。道家讲究清静无为，说政令越多，天下越乱，所以发布那么多没用的政令干什么？但是法家刚好相反，政府的权威不可怀疑，对于国家的什么事情都要管一下，发布一个政令。刘邦约法三章，是政令简洁明...

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作为奥巴马总统的“监管沙皇”，卡斯·桑斯坦（Cass Sunstein

）为打造一个更具效率的政府，掀起了一场变革。他的新著《简化：政府的未来》，为我们打开了一扇窗，书中详细地解释了“简化”政府是如何操作的，为何要如此这般，以及未来的政府的工作模式。其中如何助推政府， ...

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