

《理查德·塞勒获2017年诺贝尔经济学奖》



???·???2017???????

US economist Richard Thaler, one of the founding fathers of behavioural economics, has won this year's Nobel Prize for Economics.

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Prof Thaler, of Chicago Booth business school, co-wrote the global best seller Nudge, which looked at how people make bad or irrational choices.

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Judges said he had demonstrated how "nudging" - a term he coined - may help people to exercise better self-control.

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He will receive 9 million Swedish krona (?850,000) from the committee.

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"I will try to spend it as irrationally as possible!" the 72 year-old economist said.

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