

# Social Butterflies

*author: Michael Sanders, Susannah Hume*

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## Synopsis

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| authori¼š     | Michael Sanders, Susannah Hume |
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| readByi¼š     | Simon Vance                    |
| inLanguagei¼š | english                        |

In this essential and timely book, behavioral scientists Sanders and Hume demonstrate the astonishing reach of our social networks, and why we need to reclaim their power to effect positive change in our professional and private lives. The rise of social media has sent our social instincts into overdrive, and the impact of our networks has never been greater. But what if we could reclaim the positive power that influences our decisions, to behave better and be happier? In this groundbreaking book, Sanders and Hume build on the incredible findings of their own cutting-edge research from their work at the world's first Nudge Unit, as well as illuminating case studies from experts around the world, to show how small changes in our environments can have a huge impact on where our instincts lead us. At a time when our trust in each other is being destroyed on a global scale, it's never been more important to understand what motivates us and how to use our predictable behaviors to drive positive change. From helping us to run more cohesive organizations, to building important relationships and connections that matter, this is an essential roadmap back to our better social selves.

## Reader's comments

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