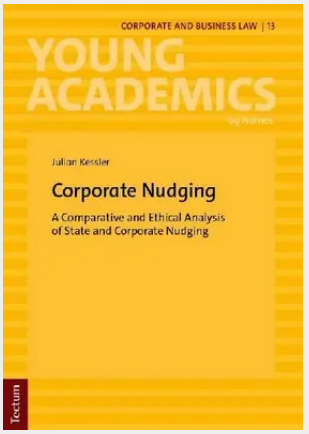
Kessler

Corporate Nudging

A Comparative and Ethical Analysis of State and Corporate Nudging

Corporate nudging opens up new possibilities for companies to influence behaviour deliberately, while raising fundamental questions about the limits of such influence. This book provides a comprehensive introduction to corporate nudging and examines its application to customers, employees, and competitors. It provides ideas for workplace practice with an overview of possible nudges directed at employees. Julian Kessler compares corporate and state nudging and develops an ethical assessment with particular attention to autonomy, transparency, and accountability. The book addresses scholars and practitioners at the intersection of law, business ethics, behavioural economics, and management.

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