

Nudge & Boost for Better Living

Media Kit

Top 4 Reasons This Is A Book For Our Time

1. Offers strategies for understanding and addressing current events.

✓ Education ✓ Politics ✓ Social Issues

2. Provides effective tools for getting better results from self and others.

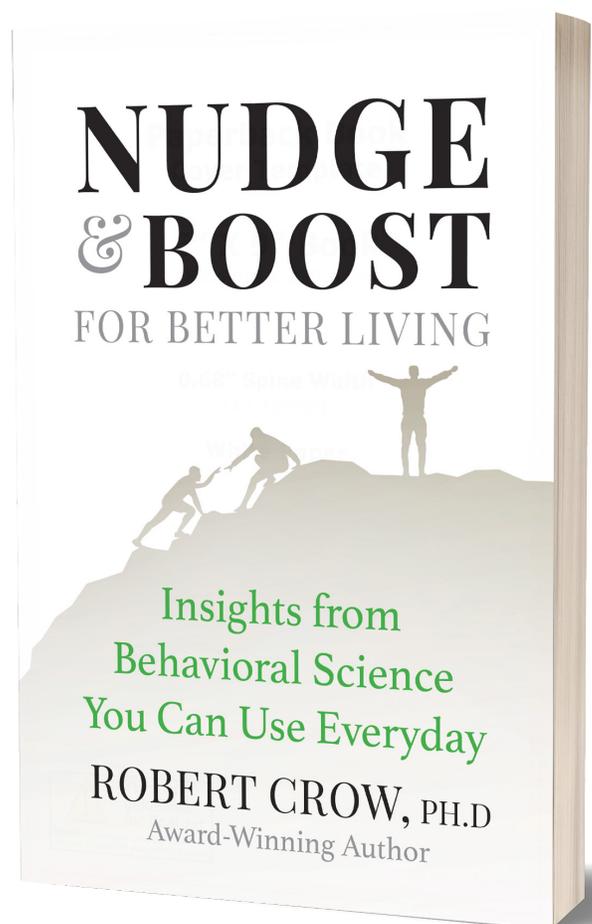
✓ Self-Development ✓ Parenting ✓ Teaching
✓ Leadership

3. Uses insights from Behavior Science and lessons from Real Life experiences.

✓ Effectively used in homes, schools, work and communities

4. Focuses on building more positive and successful style for living.

✓ Nudge better and Boost better to Live better



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Nudge and Boost are sensible, science-based tools you can use to:
Build desired behaviors in your everyday life and
Better understand and deal with current events

Nudges get us to do things

Boosts give nudges their power,
bring about learning and
motivate all of us.



“You can use the tools of Nudge and Boost every day for better living”

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Synopsis

This book is responsive to widespread individual and societal concerns. The author assumes everyone wants to be better at building selected behaviors for themselves and others, and many of us want strategies for constructively dealing with current political and social issues. For example, we want to exercise more or get our children and friends or coworkers and leaders to learn or behave better.

The author addresses topics of personal and social wellbeing in a stepwise manner. The book features five characters in a university setting whose discussions and actions first provide a window into the science of behavior, then offer useful explanations of Nudge and Boost. The powerful tools of behavior science and Nudge and Boost are described through 10 chapters of engaging stories. The closing chapter offers guidelines for using the methods offered in the body of the book. It concludes with an epilogue introducing behavior-logical solutions to social, educational and political challenges. Also indicated are roles computers might play for improving our lives, worldwide.

About The Author

Dr. Crow was prepared in college to be a basic researcher in the science of behavior. After graduation his career focused on using the principles of behavior to increase effectiveness in public education and community services programs. He was Director of a Human Development Center for 20 years and taught in topics of education, behavior analysis, psychology and leadership. In his books and talks he draws on behavior science and life-lessons to offer the methods of Nudge and Boost as strategies we can use to make our lives more positive and successful.

More About The Book

The author describes his use of behavior-science based methods to improve results in public education, higher education and community services programs. He uses these stories and illustrations to bring to life principles found in behavior science, and describes how each of us can use Nudges and Boosts to improve our daily living.

Nudge and Boost are presented as sensible, science-based tools anyone can use to improve learning and motivation. Throughout the book real-life stories and informative illustrations are used to explain the concepts of Nudge and Boost.

The author describes his book as written for an audience who wants to be better at influencing behaviors of others or themselves, and believes life lessons plus science can tell us how. He says, "I'm trying to intrigue readers to appreciate and use the science of behavior; to see how its principles are pervasive, and see the wonderful potential for its use to improve quality of life."

Topics discussed in the book range from educational practices in public schools through politics, crime and punishment, and religion to self-control. The final chapter provides a close look at positive methods of nudging and boosting that all of us can use to achieve better living. The epilogue closes the book with a futures perspective including how computers, bots and phone apps might influence human development, worldwide.

The author deals constructively with the increasingly popular concept of 'nudging,' and goes on to describe the necessary companion concept of 'boosting' in terms we can use in our everyday lives. Readers of the book *Nudge* will find this book clarifies and goes beyond nudges to introduce "boosts" as a necessary companion strategy for improving our quality of life and living.

Readers learn of the potential for using "nudges" and "boosts" to improve their lives

Nudge & Boost for Better Living

Media Kit

and for “saving the world” by changing behaviors in ways favorable for ecological, social and personal wellbeing.

Written for an inquisitive general audience, the book is intended to inform and intrigue readers about the science of behavior, then to realize the huge potential it has for improving our quality of life.

This book is a particularly appropriate purchase for community, business and political leaders, and for distribution to clients of professional services and businesses. It is a fine textbook for AP high school, college and university courses.

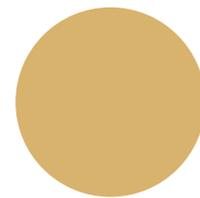
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Nudge & Boost for Better Living

Media Kit

Chapters

- 1 *In the Beginning*
- 2 *The Stage is Set*
- 3 *Awakening, and Not*
- 4 *What is Behavior and What is Science?*
- 5 *Frasier Practices Behavioral Interpretation*
- 6 *The Group Begins Discussing*
- 7 *Talking Continues, Doing Begins*
- 8 *We Might Be Nudged*
- 9 *Frasier and Lisa, Together for Good*
- 10 *We are Pushed*
- 11 *Nudge and Boost Wisely for Better Living*
- E *Epilogue: Frasier, and Earth Abides*

Author Quotes

“Nudges and Boosts permeate our daily living, we just do not recognize them well enough. Having a useful handle on the sensible and science-based tools of nudge and boost gives everyone abilities to build desired behaviors in others and themselves.”

“I have experienced the constructive power of thoughtfully using Nudges and Boosts to increase learning and doing in many work settings and in my personal life. Each of us can have more positive and successful lives by correctly using Nudges and Boosts. In fact, our community programs and systems of government could be much more supportive for reaching improved quality of living by properly using Nudges and Boosts.”

“I was trained in the analysis of behavior and used this science to solve problems in public education, higher education and various community services systems for over four decades. I wrote this book and provide talks to share effective strategies I call Nudge and Boost that each of us should know and use to make our lives more pleasant and productive.”

“The message I want to share and help to put into action is, we should use the Sensible and Science-based tools of Nudge & Boost for Better Living.”

“I noticed the growing popularity of the concept of ‘nudge’ in popular publications, news stories and in ordinary conversations, but was concerned about the accuracy and utility of that idea. That is, I questioned exactly what are nudges and how might we use them constructively? So, I applied principles of behavioral science to build an understanding and clear guidance for using nudges and their necessary companion, boosts, to achieve better living.”

Nudge & Boost for Better Living

Media Kit

Review Copies and Media Interviews



To arrange an interview with “Dr. Bob” or order review copies, please complete and submit the form at:

www.NudgeAndBoost.com/#contact

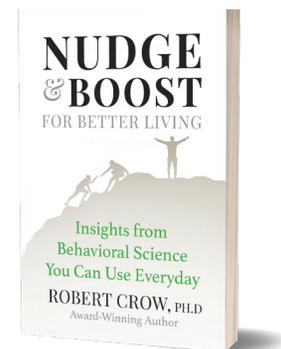
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Suggested Speaker Introductions

Brief: Our speaker today is Doctor Bob Crow (last name pronounced like the bird). He is a member of the Writers Alliance of Gainesville, Florida, author of many papers and two books on using methods from behavior science to make our lives more positive and successful. In particular, “Doctor Bob” is promoting Nudging and Boosting as sensible and science-based tools we can use to effectively address challenges and build successes in our lives.

Additional: We all get advice on what to do and how to do it from many directions, like from books, social media, and news or talk show hosts, but most of this advice is of little help. Today, Dr. Bob will share practical concepts founded in the science of behavior all of us can use to be more positive and successful. He will use stories and examples to describe strategies he calls Nudge and Boost all of us can use for better living.

If appropriate: During his talk he will try to respond to brief, clarifying questions and afterward will address more detailed questions.

Please note his books are available here for sale and he will sign them after the talk.
Welcome, Dr. Bob Crow.

Nudge & Boost for Better Living

Media Kit

Fun Facts About Me

- I had pet rats in my apartment while I studied behavior science in college.
- Always interested in science, as a teenager I built a “chemistry lab” in the basement that my mother described as “fumigating” our family house.
- I grew up and boated where the characters in the book *Boys in the Boat* came from, that is, Seattle and Lake Washington.
- I sailed a 15-ft sailboat around the San Juan islands (located near the Washington/Canadian border) at age 11 with my brother age 15 as captain.
- I saw the curtain of ash from the eruption of Mount St. Helens (May 1980) as it entered Montana; I still have a mayonnaise jar half-filled with that ash.
- I have lived in 11 of the United States (and 14 cities): WA (Seattle; Olympia; Cheney), CA, TX, GA, UT, NV, IN, MT (Helena; Missoula), LA, TN and now FL.
- I love food, cooking and eating; my special recipes are Cantonese (Chinese) and Cajun.

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Sample Interview Questions

The title of your book, *Nudge & Boost for Better Living*, appears to be encouraging each of us to do certain things to improve our lives; please clarify what you mean by Nudge and Boost.

Do you really think that merely by changing how we nudge and boost we can make our lives better?

Is it easy to change how we nudge and boost?

You say nudges and boosts are factors constantly changing our behaviors. Do you mean every minute of every day? Now? As we talk?

In your book you say we can all use nudging and boosting to build better lives. What do you mean by “better” lives?

You call nudge and boost “sensible and science-based” tools for building desired behaviors. Do you think there is a meeting ground where common sense and science can work together?

It is obvious in your book that you see behavior science as offering desirable tools for teaching and learning. What is your experience with using these tools?

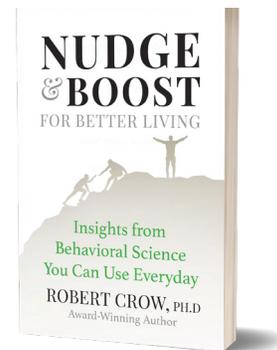
Throughout your book you seem to be saying behavior science plus life-lessons hold the answers for solving the ills of mankind. Am I reading that right?

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Media Kit

Publication Information

Nudge & Boost for Better Living
A Semi-Autobiographical Novel on
Using the ABCs of Human Behavior



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- » Author: Robert E. Crow, Ph.D.
 - » Forward by Carl D. Cheney, Ph.D.
 - » Category: Self help/Personal Growth/Success (BSIG SEL027000)
 - » ISBN 13: 978-1544014999
 - » Trade paperback
 - » Release date: March 2017
 - » 316 pages
 - » Cover price: \$23
 - » Trim: 6" x 9"
 - » Available on [Amazon](#)
 - » [Kindle](#), [ePub](#)
 - » Listed with: Ingram, NASCORP, and Baker & Taylor

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Brief Description

Everyone wants to be better at getting desired behaviors from others or themselves. Nudge and Boost are sensible, science-based tools you can use to build selected behaviors and use to enjoy more positive living.

» “Nudges” get people to do behaviors, and

» “Boosts” give nudges their power, bring about learning and motivate all of us.

These powerful tools and others are described through 10 chapters of engaging stories and detailed in a closing chapter. The book concludes with an epilogue introducing behavior-logical solutions to social, educational and political issues. Also indicated are roles computers might play for improving our lives

*This book is a **Must Read** for the constructive insights and useable guidance it provides for improving our personal lives and social world.*

Keywords

Nudge and Boost;
Sensible;
Science of behavior;
Learning and motivation;
Quality of life

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Author Bios: Arranged Short to Long

- Dr. Crow was educated to a PhD as a behavior scientist. Throughout his career he used methods of science and concepts he calls Nudge and Boost for building desired behaviors in public education and other settings. In this book he describes how we can use Nudge & Boost as tools for better living.
- Over more than four decades, Dr. Crow applied sensible and science-based methods in settings of health, education and human development. In books and presentations, Dr. Crow shares strategies he calls Nudge and Boost as tools all of us can use for understanding and building desired behaviors. Through stories and examples, he describes proven ways each of us can be more positive and successful for better living.
- Dr. Crow was prepared in college to be a basic researcher in the science of behavior. His studies included “aggression in the pigeon” and “learning without errors,” but after graduation his career focused on using the principles of behavior to increase effectiveness in public education and community services programs. His leadership roles include over 20 years as Director of the Human Development Center at Louisiana State University Health Sciences Center. Drawing on his extensive experience with behavior science, Dr. Crow explains in his books and talks the concepts of Nudge and Boost as strategies we can use to make our lives more positive and successful.
- After serving in the U.S. Army as Medic and later as Infantry Lieutenant, Bob Crow returned to college to study behavior science. He obtained Bachelor, Masters, and Doctoral degrees emphasizing the analysis of behavior. His research studies involved “learning without errors” and “aggression in the pigeon.” After graduation, Dr. Crow focused his professional career on using the principles of behavior science to increase teaching and learning effectiveness, first in public education and later in programs of community services and higher education in several states. For more than 20 years, Dr. Crow was Director of the Human Development Center and Head, Department of Interdisciplinary Human Studies at Louisiana State University Health Sciences Center. His Center received national acclaim for excellence in programs of early childhood, special education, autism, and services for adults with disabilities. Personally, Dr. Crow received several awards for his leadership and management activities in human services. His training in behavior science and decades of experiences in topics of human development led him to fully appreciate the power and usefulness of behavioral principles for improving circumstances of individuals and for refining work and social systems. He remains committed to improving circumstances of learning and living in our homes, communities and the world by appropriately using principles from the natural sciences, particularly the analysis of behavior, to improve our quality of life. In his books and talks, Dr. Crow explains the fundamental concepts of science and certain sensible strategies he calls Nudge and Boost as tools all of us should understand and use to build more positive lives and better living.