



Website: noworeverband.com
FB: facebook.com/noworeverband
Twitter: twitter.com/noworeverband
Soundcloud: soundcloud.com/polybanderousproductions
Email: manager@polybanderousproductions.com

CHOICE ARCHITECTURE

Now or Ever is a rock band? It's true that we're from the city of Seattle, Washington, USA and that we formed in 2019. Also, our lineup definitely features vocalist/sax player Bradford King, drummer Jake Brooks, bassist Jason Andrews, and lead guitarist, Andreas Laursen. Beyond that we've been described as a veritable word cloud of sub-genres under the NOW meaningless rock category. Evidenced by the fact that no one quite knows where to place us, EVER. So come get stuck in our particular brand of limbo where not fitting in is fitting in, where the weird ones shake the roof.

The term choice architecture was originally coined by [Richard Thaler](#) and [Cass Sunstein](#) in their 2008 book [Nudge: Improving Decisions about Health, Wealth, and Happiness](#).^[10] Thaler and Sunstein have endorsed thoughtful design of choice architecture as a means to improve consumer decision-making by minimizing biases and errors that arise as the result of [bounded rationality](#). This approach is an example of "libertarian paternalism", a philosophy endorsed by Thaler and Sunstein that aims to "[nudge](#)" individuals toward choices that are in their best interest without limiting choice. Libertarian paternalism may also be described as [soft paternalism](#).

Release date: 02/28/2022

Track listing

Don't Know What To Say (2:55)
Easier Said (3:56)
Jump Start (2:46)
Sugarpuss (3:49)
Two Ladies (5:26)

PR Contact

Bradford King
Polybanderous Productions
Phone: (206) 354-8857
Email: manager@polybanderousproductions.com