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a means to improve
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concepts. Watch:
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Singler - How can you
double the sales of an

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everyday product
without changing
either its packaging or
placement in store?
How can you increase
the effectiveness of a
public health campaign
or get the general
population to reduce
their energy
consumption without
spending a dime?
Nothing could be
simpler.

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Eric Singler -

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Example of arrow deployment in a grocery store. The final nudge is still in the research process, but, if the hunch turns out true, could serve as an ultimate awareness nudge. This nudge tugs shoppers out of the overloaded marketing circuitry of a grocery store and hopefully back in control by simply placing a mirror

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at the end of shopping
carts.

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**How Placing a Fly in
a Urinal Might Be
Just What Your ...**

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double the sales of an

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without changing

either its packaging or

placement in store?

How can you increase

the effectiveness of a

public health campaign

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or get the general population to reduce their energy consumption without spending a dime? Nothing could be simpler.

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In 2010 the UK Government set up a Behavioural Insights Team, commonly dubbed a “nudge unit”, to develop policies.

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Administrations in
Denmark, Australia,
Canada and the
Netherlands have also
...

What is 'nudge theory' and why should we care?

Explaining ...

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can you double the
sales of an everyday
product without
changing either its
packaging or

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placement in store?

How can you increase
the effectiveness of a
public health campaign
or get the general
population to reduce
their energy

consumption without
spending a dime?

Nothing could be
simpler. All it takes is
that you activate the
right lever.

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Eric Singler - Gestion

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...
Nudging is about how we make these choices and how we can make better ones. Using dozens of eye-opening examples and drawing on decades of behavioral science research, Nobel Prize winner Richard H. Thaler and Harvard Law School professor Cass R. Sunstein show that no choice is ever presented to us in a neutral way, and that

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we are all susceptible
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**Nudge: Improving
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...

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the tools you need to
optimize your work

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environment and boost
employee

engagement. Win-win.

Table des matières. ...

Encouraging groups to
adopt winning behavior

07.A basic requirement

...

Nudge management

- version anglaise -

Eric Singler ...

People don't always act

rationally. In fact, they

tend to act irrationally -

but in predictable

ways. In this video,

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four marketing
professors from the
Rotman School of
Management discuss
some of ...

**Nudge, the
Animation: Helping
people make better
choices**

Marketing, for
example, uses
behavioural science
explicitly or implicitly,
he says. Harvard's
Michael Norton, a
psychologist by

training, also believes there is good research related to businesses.

How a little nudge can lead to better decisions ...

Richard H. Thaler (/ ' θ eɪ l ə r /; born September 12, 1945) is an American economist and the Charles R. Walgreen Distinguished Service Professor of Behavioral Science and Economics at the University of

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Chicago Booth School
of Business. In 2015,
Thaler was president of
the American Economic
Association.. Thaler is a
theorist in behavioral
economics and has
collaborated with
Daniel Kahneman ...

Richard Thaler - Wikipedia

Éric Singler is the
author of Nudge
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