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Marketers use subtle interventions to adjust the "Choice

Architecture," making particular outcomes more likely. As

demonstrated by Daniel Kahneman and Richard Thaler, most decisions are based on

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biases and guesswork.

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Intervenants: Éric Singler | Directeur général | BVA, et auteur de "Nudge marketing: Comment changer efficacement les comportements"
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Comment (978-2744065958), 368 pages; Richard Thaler et Cass Sunstein, Nudge : la méthode douce pour inspirer la bonne décision, Vuibert, mars 2010, (ISBN 9782311001051), 288 pages

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