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Sommario/riassunto	What is the answer to inspiring sustainable behaviour? It starts with a question - or nineteen. With this simple and inspiring guide you'll learn how to ask for persistent, pervasive, and near-costless change by uncovering our hidden quirks, judgmental biases, and apparent irrationalities. The only change you'll need to make is how you ask. Businesses, larger or small, will soon have to cut costs and cut carbon, irrespective of the products they sell, or the services they perform. National government has structural policy and legislative needs, and local government has impleme