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Nota di contenuto	Intro -- Foreword by David Halpern -- Why 'Behavioral Insights'? -- Methods: Is It True? Does It Work? -- A Global Endeavor -- Foxes or Hedgehogs? -- Conclusion -- Contents -- Notes on Contributors -- List of Figures -- List of Tables -- Introduction -- Central Teams -- From Innovative to Imperative: Evolving the Application of Behavioral Science in the Government of Canada -- Part I: A New Behavioral Science Unit -- Part II: Early Years of Building the Practice -- Successes -- Challenges -- Part III: COVID-19 as an Inflection Point -- Part IV: What We've Learned and Where We're Going -- Longstanding Changes to Our Practice -- Lessons Learned & -- Challenges Ahead -- Conclusion -- Ten Years of Ireland's Behavioural Research Unit -- How the BRU Got Started -- Initial Research Questions and Methods -- Expansion of Research Questions and Methods -- Science Practice -- Final Thoughts -- References -- Line Departments -- Learning by Doing: Designing and Testing Behavioral Interventions to Improve Labor Programs -- Setting the Scene: Creating CEO's Behavioral Interventions Program -- Case Study 1: Pilot OSHA Citation Process Increases Employer Responsiveness -- Growing Creatively: Maturing DOL's BI Program -- Lessons Learned: Ingredients for Success -- Fail Faster, Fail Often: CEO's Project Initiation Approach -- Case Study 3: Toward Better Unemployment Insurance Programs -- Looking Forward: Closing Thoughts -- Launching the First Federal Effort to Apply

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References -- The Busara Center: Letters to Our Past -- Inside Out:
BCG's Path to Applying and Embedding Behavioral Science -- Low-Cost
Behavioral Interventions, Such as Nudges, Can Be More Powerful Than
Costly Ones, Such as Incentives.
The More People Recognize the Merits of Behavioral Economics in Their
Work, the More They Will Embrace It to Help Solve Problems and Add
Value to Their Organizations.
