



Nudge marketing

Comment changer efficacement
les comportements

Éric Singler

Préface du professeur Olivier Oullier

Nudge Marketing Comment Changer Efficacement Les Comportements

**Anne-Sophie Bayle-Tourtoulou, Michel
Badoc**



Nudge Marketing Comment Changer Efficacement Les Comportements:

Nudge marketing Éric Singler, 2015-05-07 Comment doubler les ventes d'une marque de soupe sans modifier ni son prix ni son packaging ni son emplacement en magasin Comment réduire la consommation d'énergie de la population ou améliorer l'efficacité d'une campagne de santé publique sans dépenser un budget colossal Rien de plus simple il suffit d'activer le bon levier qui incitera les personnes visées à agir dans le sens attendu Autrement dit donner le petit coup de pouce nudge en anglais qui provoquera des changements de comportement majeurs Que vous soyez chef d'entreprise marketeur publicitaire décideur politique ou responsable d'organisation une chose est sûre vous pouvez transformer les habitudes du public partir d'interventions apparemment mineures Et pour cela une seule règle comprendre les ressorts de la prise de décision chez les individus et élaborer une stratégie adaptée Avec *Nudge Marketing* Eric Singler propose une méthode complète et efficace véritable guide d'action de l'incitateur qui s'appuie sur les enseignements de la behavioral economics et plus de cinq années d'application dans le monde de l'entreprise et celui de l'administration pour concevoir des nudges performants partir d'études de cas réelles permettant d'identifier les facteurs clés du succès *Nudge Marketing* explique comment provoquer des changements de comportement majeurs afin d'améliorer le retour sur investissement de toute stratégie marketing

The Neuro-Consumer Anne-Sophie Bayle-Tourtoulou, Michel Badoc, 2020-04-24 Neuroscientific research shows that the great majority of purchase decisions are irrational and driven by subconscious mechanisms in our brains This is hugely disruptive to the rational logical arguments of traditional communication and marketing practices and we are just starting to understand how organizations must adapt their strategies This book explains the subconscious behavior of the neuro consumer and shows how major international companies are using these findings to cast light on their own consumers behavior Written in plain English for business and management readers with no scientific background it focuses on how to adapt marketing and communication to the subconscious and irrational behaviors of consumers the direct influence of the primary senses sight hearing smell taste touch on purchasing decisions and the perception of communications by customers brains implications for innovation packaging price retail environments and advertising the use of nudges and artifices to increase marketing and communication efficiency by making them neuro compatible with the brain's subconscious expectations the influence of social media and communities on consumers decisions when collective conscience is gradually replacing individual conscience and recommendation becomes more important than communication and the ethical limits and considerations that organizations must heed when following these principles Authored by two globally recognized leaders in business and neuroscience this book is an essential companion to marketers and brand strategists interested in neuroscience and vital reading for any advanced student or researcher in this area

Research Handbook on Law and Utilitarianism Guillaume Tusseau, 2024-10-03 The *Research Handbook on Law and Utilitarianism* sheds light on contemporary legal culture and the ways in which it interacts with theories of justice Guillaume Tusseau brings together an interdisciplinary range of

scholars to analyse the utilitarian standpoint on legal disciplines and legal governance as well as the contribution of utilitarian arguments to current legal debates

Introduction à l'économie comportementale Patrice Laroche, 2021-06-03 Comment et pourquoi commettons nous des erreurs de jugement Comment expliquer l'achat d'impulsion Pourquoi avons nous tendance remettre au lendemain ce que nous pouvons faire le jour même Comment les normes sociales notre personnalité et nos motions influencent elles nos décisions L'économie comportementale allie les connaissances de la psychologie et de l'économie pour améliorer notre compréhension des conduites individuelles En analysant les forces psychologiques et motionnelles qui affectent le comportement des individus ce livre clair et accessible propose un panorama actualisé de l'économie comportementale et montre que nos décisions ne sont pas aussi simples qu'on le pense Ce manuel s'adresse aux étudiants et aux enseignants de Licence d'économie de gestion de psychologie ainsi qu'à ceux des écoles de management Les étudiants ont accès des QCM interactifs et des questions de réflexion le tout avec corrigés via des QR Codes imprimés dans l'ouvrage Des PPT réservés aux enseignants sont disponibles en ligne

Le marketing - 7e éd. Frédéric Jallat, Denis Lindon, 2016-05-18 Cet ouvrage propose un panorama de la discipline marketing et permet de l'aborder de manière synthétique et opérationnelle Il expose comment réaliser des études de marché définir le mix marketing les fameux 4P en conséquence et élaborer une stratégie marketing en ligne avec la stratégie d'entreprise Entièrement actualisée cette 7e édition prend en compte les récentes évolutions liées au digital et s'enrichit de nouveaux cas d'entreprise

Capital-risque et financement de l'innovation Fayçal Hafied, 2019-03-04 L'ouvrage présente les méthodes de valuation attachées à cette classe d'actifs et guide le lecteur sur les singularités du montage d'une opération de capital risque en replaçant l'industrie du capital risque dans sa perspective théorique Le capital risque est une industrie qui a vocation soutenir financièrement les entreprises innovantes Elle est constituée d'un large périmètre d'acteurs business angels financement participatif sociétés d'investissement spécialisées structures de corporate venture adossées à une grande entreprise Les investissements en capital risque s'effectuent en effet sur des projets incertains et volatils ce qui implique des montages financiers différents de ceux employés pour des entreprises plus matures prêt bancaire LBO etc ainsi que l'utilisation de méthodes de valuation d'entreprises particulières Cet ouvrage présente les techniques de valuation des startups risques méthodes de scoring Venture Capital Method First Chicago Bank Method options réalisées utilisées par les sociétés de capital risque Il explique la façon dont ces sociétés structurent les montages lorsqu'elles investissent dans une startup innovante logique de l'investissement séquentiel pour tours de table successifs techniques de relation en cas de défaillance de la startup mécanismes de la cession préférentielle Il est également jour des nouveaux modes de financement des startups Venture loan Initial Coin Offering et détaille les principales stratégies de croissance growth hacking lean startup d'employées par celles-ci afin de rendre leur business model scalable Il expose les nouvelles méthodes de suivi de la performance associées à ces stratégies customer acquisition cost customer retention rate customer lifetime value etc et couvre les modes de sortie du capital risque introduction en bourse sortie industrielle

reclassement des participations entre actionnaires liquidation Les aspects principaux des clauses des pactes d'actionnaires et fiscaux sont également mentionnés De nombreuses études de cas accompagnées de calculs détaillés permettront au lecteur de se familiariser avec ces montages et méthodes de valuation particuliers

Nudge et marketing social Patricia Gurviez, Sandrine Raffin, 2019-10-09 Comment changer les comportements Vous voulez en savoir plus sur les nudges et le marketing social Vous souhaitez agir face aux défis sociétaux changement climatique discrimination droits des femmes tabagisme etc Vous souhaitez engager les parties prenantes autour de votre projet et valuer son impact Vous avez choisi au moins une proposition Ce livre est fait pour vous Peut-on vraiment changer les comportements Oui des exemples le prouvent Avec des méthodes rigoureuses le marketing social et les nudges ou coups de pouce peuvent conduire un public ciblé à accepter, modifier ou à laisser volontairement un comportement son profit ou dans l'intérêt commun Au travers de nombreux exemples concrets cet ouvrage présente les étapes pour mener une démarche de marketing social efficace et impliquer entreprises ONG consommateurs et décideurs publics dans un changement durable

Nudge marketing Eric Singler, 2019-06-21 Pourquoi achetons-nous un produit plutôt qu'un autre Dans quelle mesure nos décisions d'achat sont-elles rationnelles Peut-on les influencer Comment Les commerces doivent aujourd'hui composer avec un consommateur la fois pressuré, stressé, ultra-sollicité par les marques mais aussi surinformé Y a-t-il de vrais moyens de capter son attention Comment améliorer l'efficacité d'une campagne de santé publique ou amener la population à réduire sa consommation d'énergie sans dépenser le moindre centime La réduction de la dépense publique est un casse-tête pour l'administration que peut-elle faire pour y arriver Les neurosciences ainsi que la Behavioral Economics économie comportementale permettent la fois de comprendre les processus de décision et d'orienter le comportement du consommateur et des citoyens afin d'améliorer l'expérience client et d'amener tout un chacun à faire les bons choix Ce livre explique comment comprendre les ressorts de la prise de décision et élaborer une stratégie adaptée pour mettre en place des Nudges performants et orienter sa cible dans la bonne direction Cette nouvelle édition enrichie comprend une préface de Cass Sunstein co-auteur de l'ouvrage Nudge critiqué avec le prix Nobel d'économie 2017 Richard Thaler C'est un spécialiste du Nudge qui a œuvré durant la présidence de Barack Obama à sa mise en place via les politiques de régulation

Marketing social et nudge, 2022 Cet ouvrage s'inscrit dans l'engouement et les débats actuels relatifs à la mobilisation du marketing social et du nudge pour faire changer les comportements de santé des individus Il rassemble les expériences, opinions et théories mobilisées et vécues par 88 spécialistes nationaux et internationaux France Grande Bretagne Espagne Suisse Belgique États-Unis et Irlande qui ont accepté de contribuer afin de présenter les théories les plus récentes sous-jacentes au marketing social et au nudge des exemples et études de cas réels qui mobilisent ces deux disciplines leurs expériences et opinions en tant que chercheurs acteurs du terrain institutionnels et associatifs sur ces sujets Cet ouvrage présente dans cinq parties 1 comment les modèles théoriques aident mieux à cerner les comportements de santé 2 et 3 comment le marketing social et le nudge peuvent être mobilisés pour faire évoluer les pratiques et habitudes des individus dans différents

contextes 4 pourquoi la concurrence en particulier commerciale doit être prise en compte et finement analysée par les vendeurs 5 comment le marketing social mobilise les réseaux sociaux et le numérique pour aider faire évoluer les comportements de santé

Nudge marketing English Version Eric Singler, 2015-09-04 How can you double the sales of an 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 All it takes is that you activate the right lever In other words that you give your target group a little nudge which causes major changes in their behavior Whether you are an entrepreneur a marketer an advertising executive a political decision maker or the head of an organization one thing is for certain you can change your target group's habits via seemingly minor interventions To do this you only need understanding the origins of the decision making process and come up with a suitable strategy Drawing on studies on behavioral economics which he applies successfully to both private enterprise and public administration Eric Singler puts forward a complete effective methodology a genuine action plan for coming up with high yield nudges Using case studies to identify the key factors for success Nudge Marketing explains how to produce significant changes in behavior as a means to improve the return on investment for any marketing strategy How can you double the sales of an 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 All it takes is that you activate the right lever In other words that you give your target group a little nudge which causes major changes in their behavior Whether you are an entrepreneur a marketer an advertising executive a political decision maker or the head of an organization one thing is for certain you can change your target group's habits via seemingly minor interventions To do this you only need understanding the origins of the decision making process and come up with a suitable strategy Drawing on studies on behavioral economics which he applies successfully to both private enterprise and public administration Eric Singler puts forward a complete effective methodology a genuine action plan for coming up with high yield nudges Using case studies to identify the key factors for success Nudge Marketing explains how to produce significant changes in behavior as a means to improve

[Nudge marketing \(édition enrichie\)](#) Eric Singler, 2019-06-21 Comment doubler les ventes d'un produit de grande consommation sans modifier son prix ni son packaging ou son emplacement en magasin Comment améliorer l'efficacité d'une campagne de santé publique ou encourager la population à réduire sa consommation d'énergie sans y penser le moindre centime Rien de plus simple il suffit d'activer le bon levier qui incitera les personnes visées à agir dans le sens attendu Autrement dit donner le petit coup de pouce Nudge en anglais qui provoquera des changements majeurs de comportement Que vous soyez chef d'entreprise marketeur publicitaire décideur politique ou responsable d'organisation vous pouvez transformer les habitudes de votre cible partir d'interventions apparemment mineures Et pour cela une seule règle comprendre les ressorts de la prise de décision et laborer

une stratégie adaptée En s'appuyant sur les enseignements de la Behavioral Economics qu'il applique avec succès dans le monde de l'entreprise et celui de l'administration Eric Singler propose ici une méthode complète et efficace véritable guide d'action de l'incitateur pour concevoir des Nudges performants partir d'études de cas permettant d'identifier les facteurs clés du succès Nudge marketing explique comment provoquer des changements majeurs de comportement comportementaux pour l'individu et l'organisation afin d'améliorer le retour sur investissement de toute stratégie marketing tout en respectant parfaitement la liberté de choix de chacun Cette nouvelle édition enrichie et actualisée comprend un avant-propos du professeur Cass Sunstein spécialiste mondial du Nudge co-auteur de Nudge avec Richard Thaler et ex-conseiller de Barack Obama la Maison Blanche

Marketing social et nudge Karine Gallopel-Morvan, Dominique Crie, 2022-09-08 Cet ouvrage s'inscrit dans l'engouement et les débats actuels relatifs à la mobilisation du marketing social et du nudge pour faire changer les comportements de santé des individus Il rassemble les expériences opinions et théories mobilisées et vérifiées par 88 spécialistes nationaux et internationaux France Grande Bretagne Espagne Suisse Belgique États-Unis et Irlande qui ont accepté de contribuer afin de présenter les théories les plus récentes sous-jacentes au marketing social et au nudge des exemples et études de cas réels qui mobilisent ces deux disciplines leurs expériences et opinions en tant que chercheurs acteurs du terrain institutionnels et associatifs sur ces sujets Cet ouvrage présente dans cinq parties 1 comment les modèles théoriques aident mieux à cerner les comportements de santé 2 et 3 comment le marketing social et le nudge peuvent être mobilisés pour faire évoluer les pratiques et habitudes des individus dans différents contextes 4 pourquoi la concurrence en particulier commerciale doit être prise en compte et finement analysée par les promoteurs 5 comment le marketing social mobilise les réseaux sociaux et le numérique pour aider à faire évoluer les comportements de santé

Nudge management Eric Singler, 2018-06-15 Les neurosciences ainsi que la behavioral economics économie comportementale et sciences de la décision permettent la fois de comprendre les processus de décision et d'orienter le comportement du consommateur grâce des coups de pouce Le nudge est une méthode de management qui consiste à inciter les collaborateurs à faire le bon choix celui qui leur profitera comme leur entreprise Grâce aux sciences comportementales appliquées aux ressources humaines il permet d'accompagner les transformations dans une entreprise afin d'accentuer les performances le bien-être et la qualité de vie au travail Il permet de générer de la motivation pour bien faire travailler ensemble en cassant les silos organisationnels Cet ouvrage sur le nudge management a été validé avec des responsables des ressources humaines et des dirigeants d'entreprise Il donne le mode d'emploi pour accompagner les transformations internes avec en background les sciences comportementales et leurs dernières avancées qui s'appliquent au nudge Dans une première partie l'auteur nous rappelle ce qu'est le nudge Il part des enseignements tirés des sciences comportementales pour définir les grands défis de la performance au travail prise de décision efficacité personnelle etc et expliquer ce qu'est l'approche nudge Il s'appuie sur de nombreux exemples Dans une seconde partie l'auteur explique comment on crée un environnement psychologique et physique qui génère de la performance globale et permet de travailler en

quipe efficacement et de façon transversale

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