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<https://www.bbva.com/es/pequenos-empujones-para-mejorar-la-salud-financiera/>

BBVA Features an IPA Report on Nudges for Financial Health

Multinational banking group Banco Bilbao Vizcaya Argentari (BBVA) features an IPA report demonstrating how modifications in financial product design and services can "nudge" consumers towards improved financial health.

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