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<https://www.wsj.com/articles/activist-annie-duflo-uses-data-and-incentives-to-f...>

# The Wall Street Journal Profiles IPA Executive Director Annie Duflo

*The Wall Street Journal* does an in-depth profile of [Annie Duflo](#). The piece traces her career and the growth of the evidence movement, citing several landmark studies along the way to show the importance of good data for making good policy.

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