

3x3 framework connects behavioral science with the business problem.

	EASY CHOICES <i>(Inertia)</i>	MANAGED LOSSES <i>(Loss Aversion)</i>	BEHAVIORAL TIME MACHINES <i>(Myopia)</i>
SAVE	Auto-Takeoff	Match Optimizer	The Face Tool
SAVE MORE	Save More Tomorrow 1.0	Save More Tomorrow 2.0	Imagine Exercise
SAVE SMARTER	Investment Solutions Pyramid	Lifetime Statement	Tangible Account Statement

Reference: Allianz Global Investors Center for Behavioral Finance website, <http://befi.allianzgi.com/en/save-more-tomorrow/Pages/key-themes-of-the-book.aspx> retrieved June 15, 2015

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