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Academic report "Marketing practices and ageing populations"

Financed by the European Union, this sociological study was carried out under the scientific direction of the University of Paris-Dauphine and Sciences Po Paris to explore the relationship between financial institutions and their ageing clients. The aim of the research was to observe commercial practices in the field, the interactions between the organisation of banking institutions and their professionals in contact with customers, and to understand better their impact on the marketing processes aimed at these ageing populations.

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