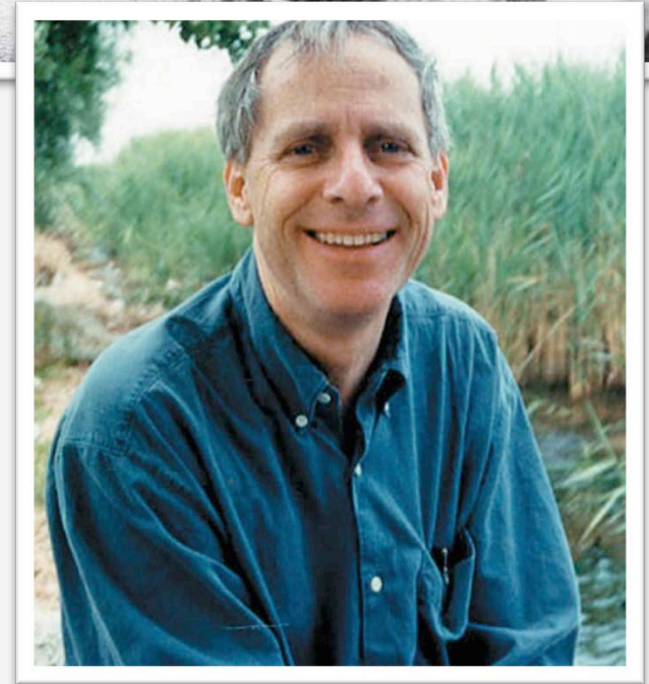
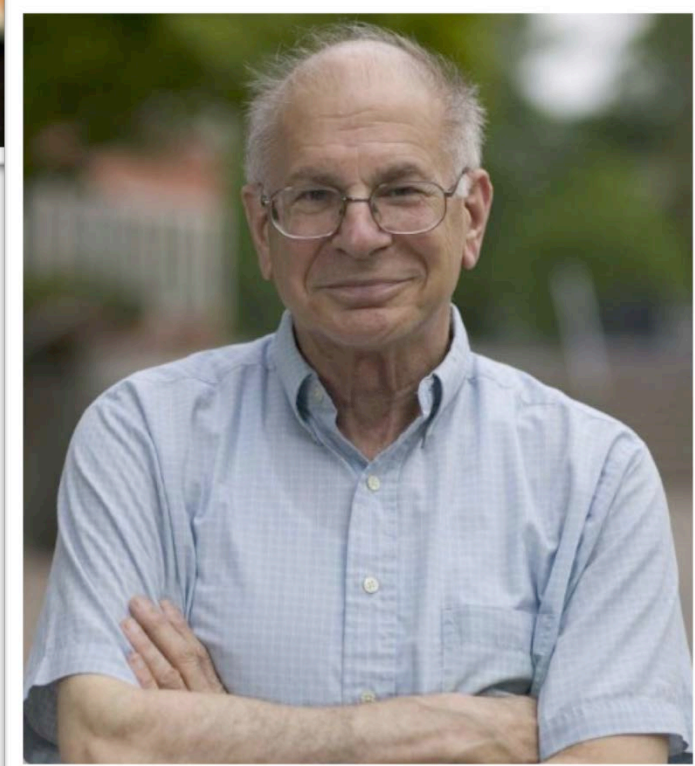
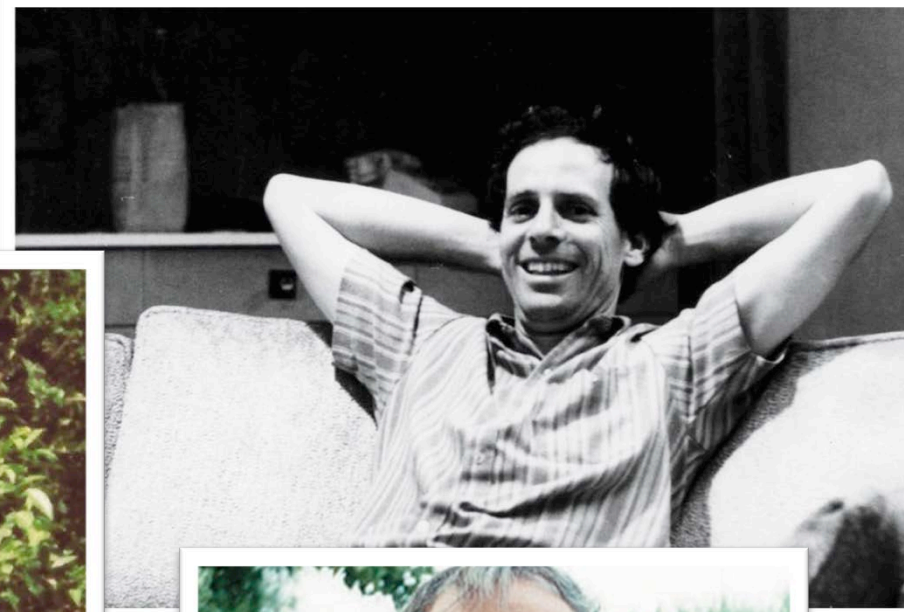
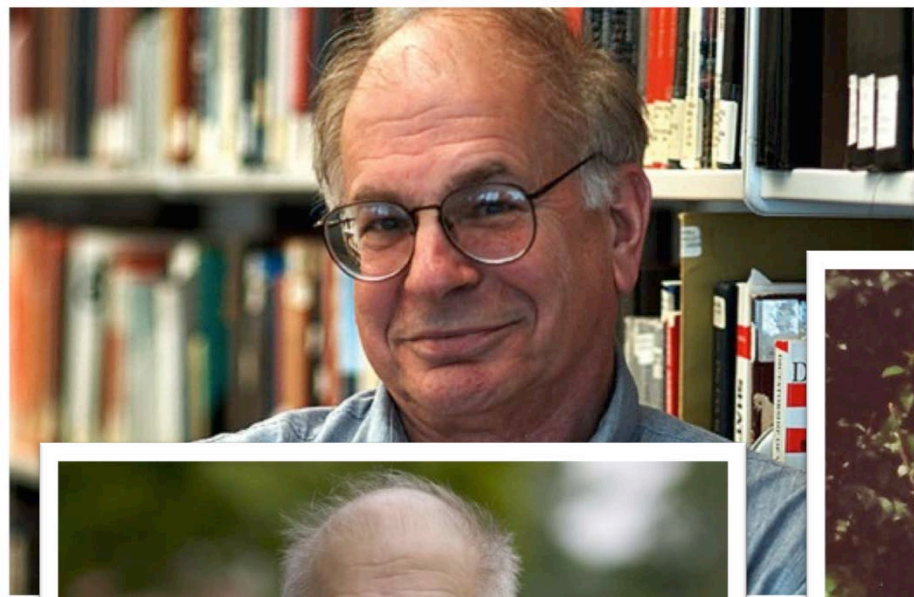


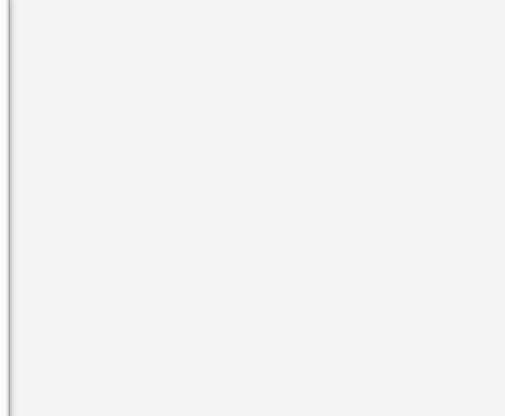
Collaborators and Friends





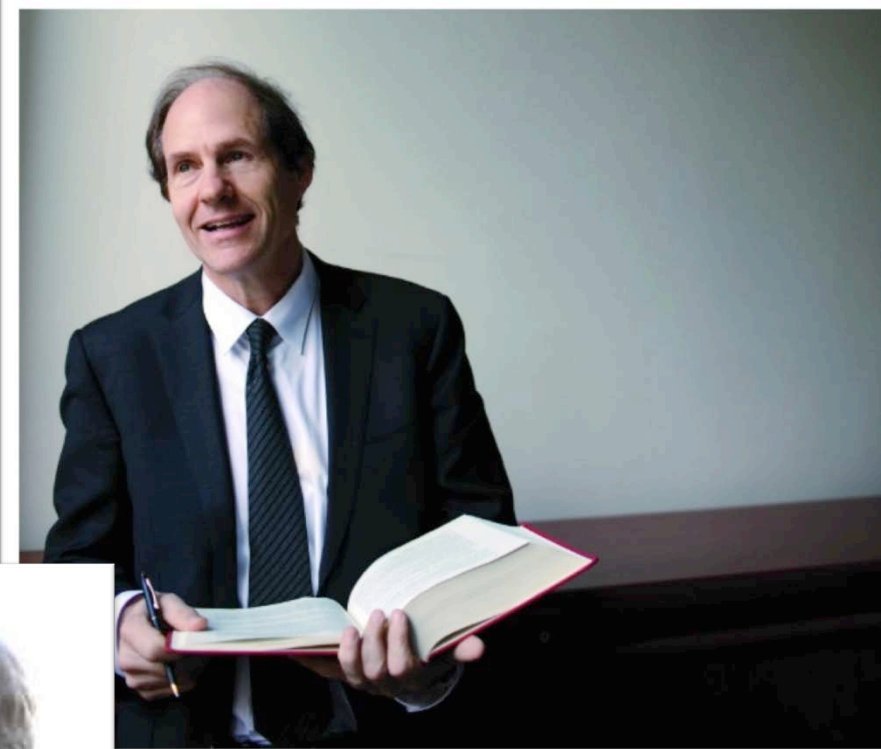
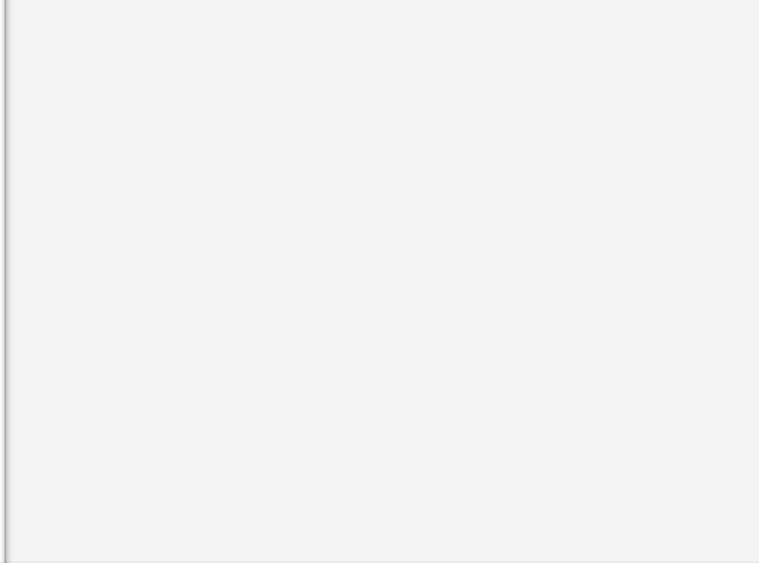
Daniel Kahneman & Amos Tversky





Never enough Danny!





Cass R. Sunstein



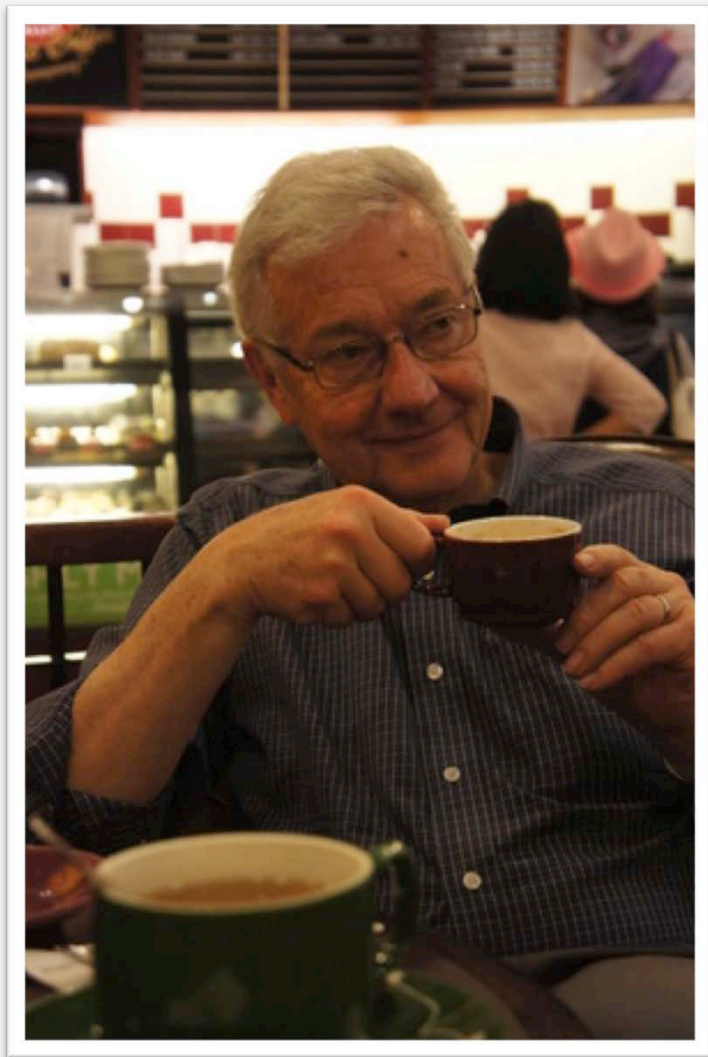


Hersh Shefrin



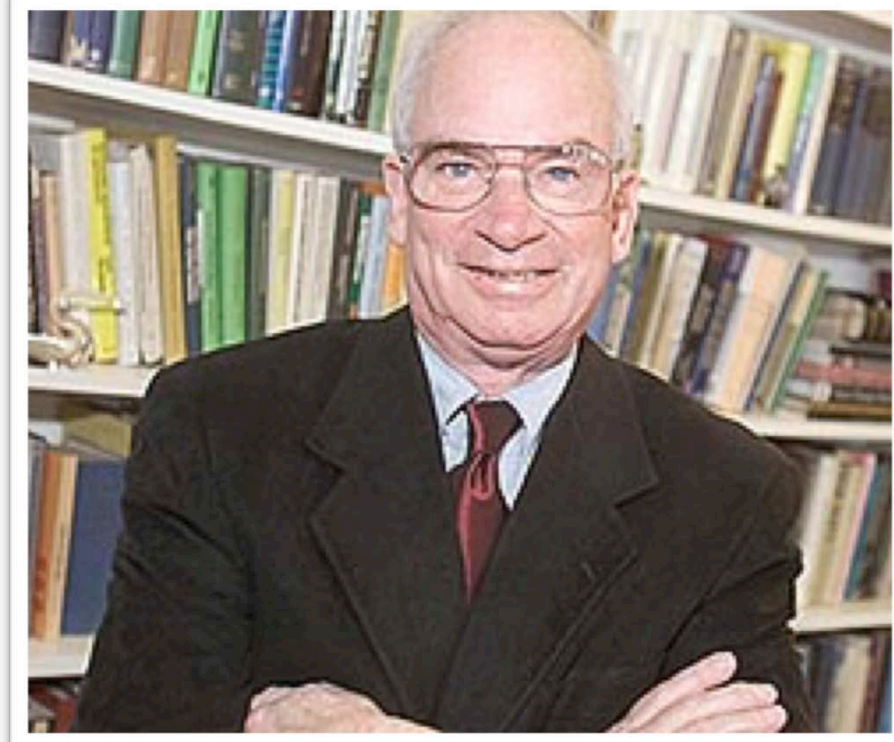
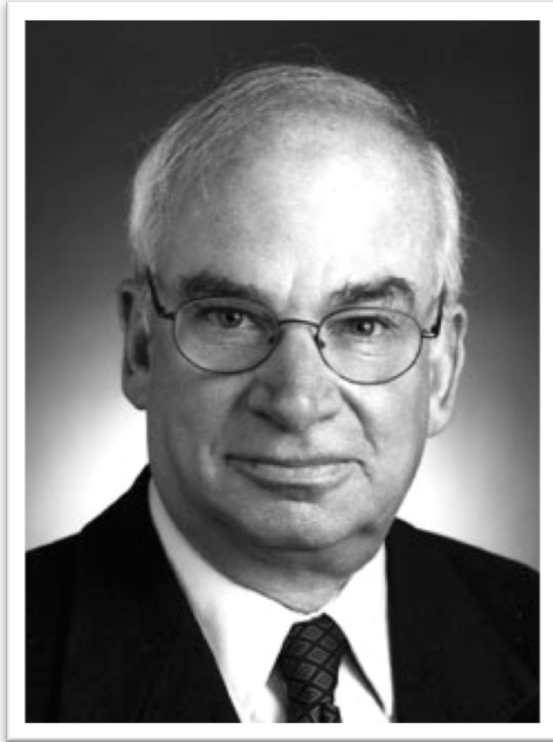
Thomas Russell





Jack Knetsch





Sherwin Rosen





Shlomo Benartzi



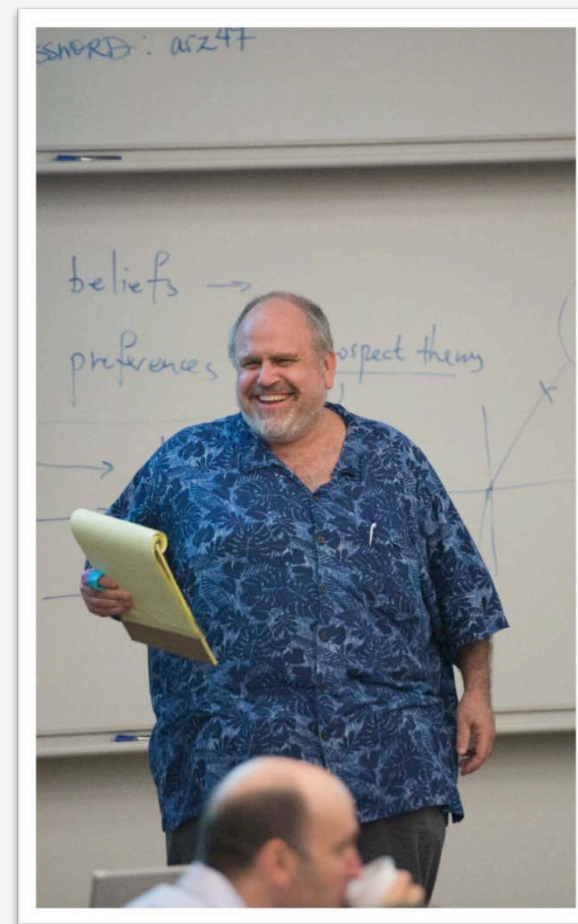


Roni Michaely



Werner De Bondt





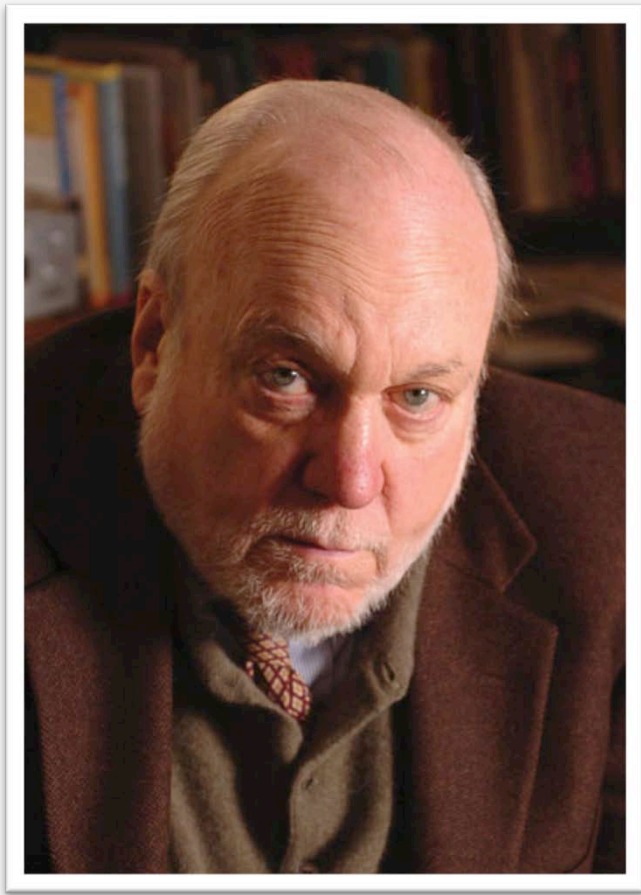
Matthew Rabin



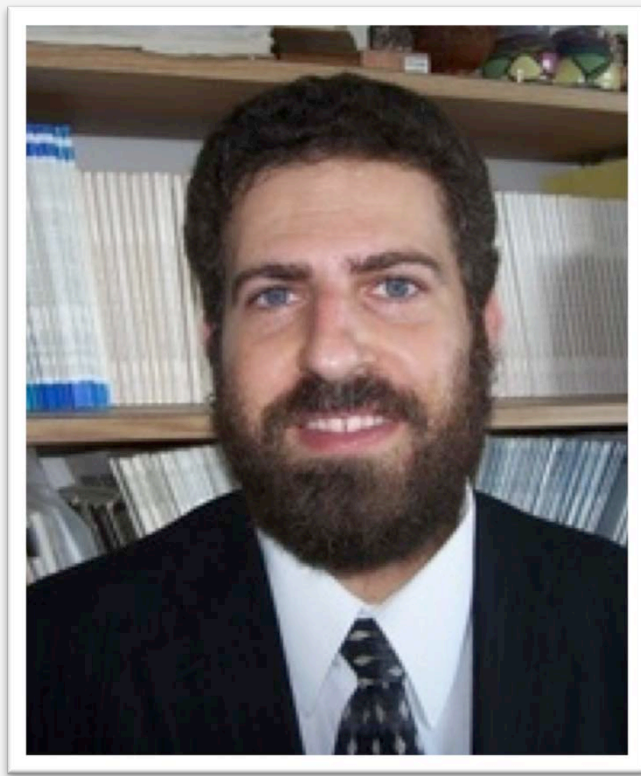


Cade Massey





Robyn Dawes

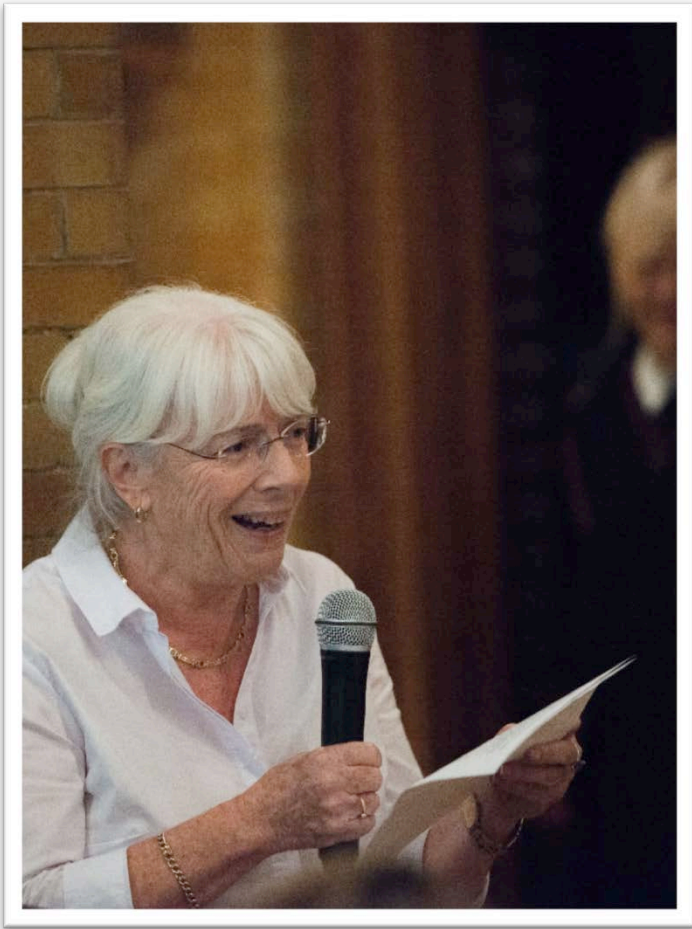


Alan Schwartz



Peter Wakker





Maya Bar-Hillel

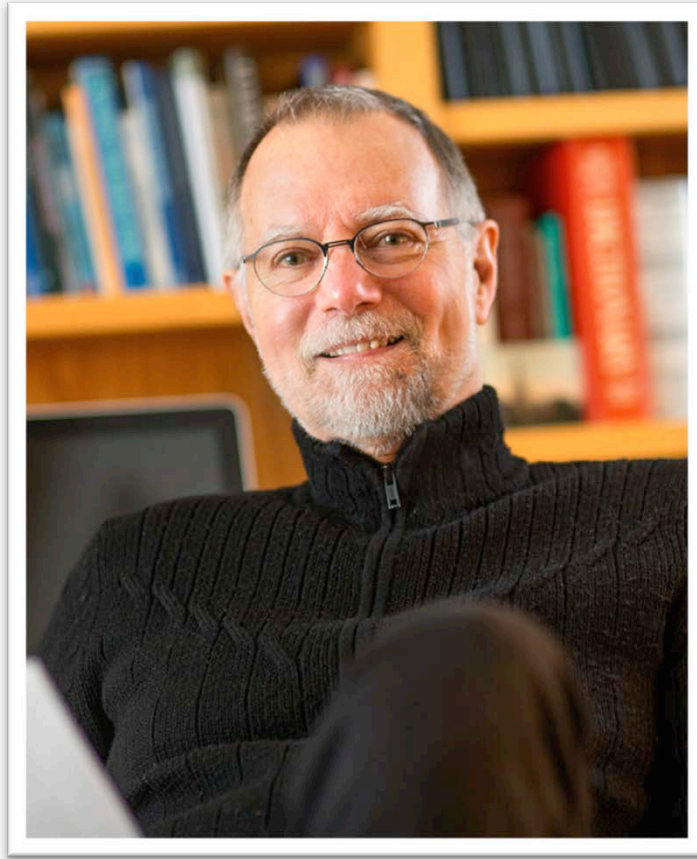


Barbara Tversky

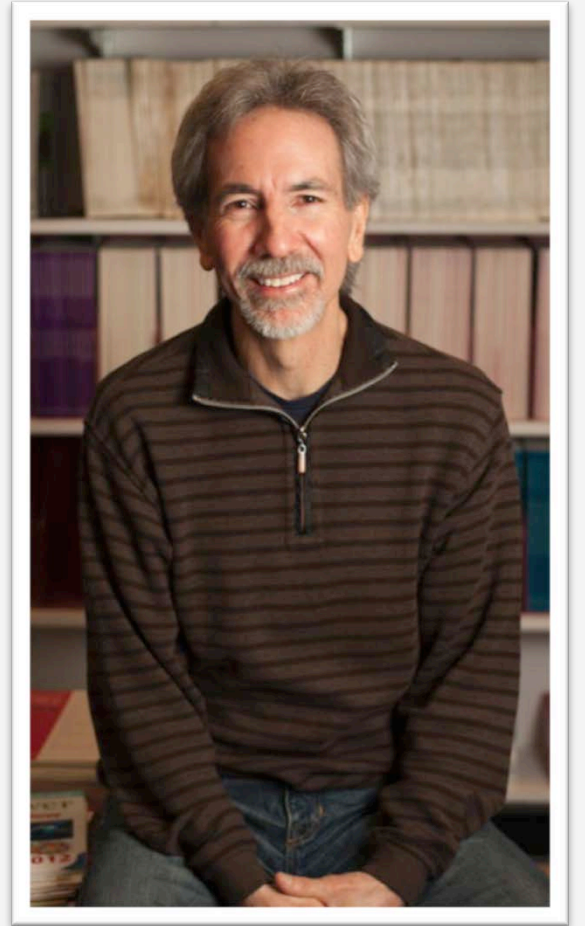




Robert Cialdini

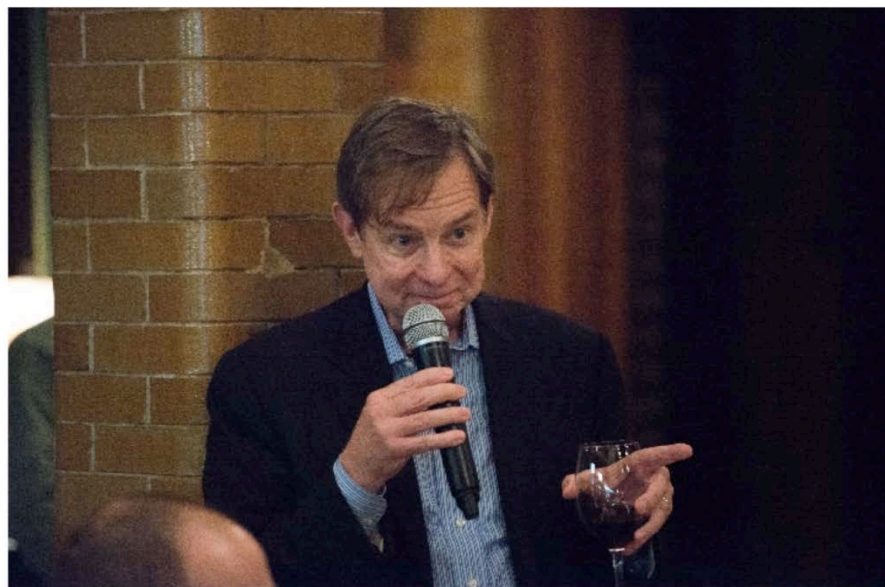


Bob Frank

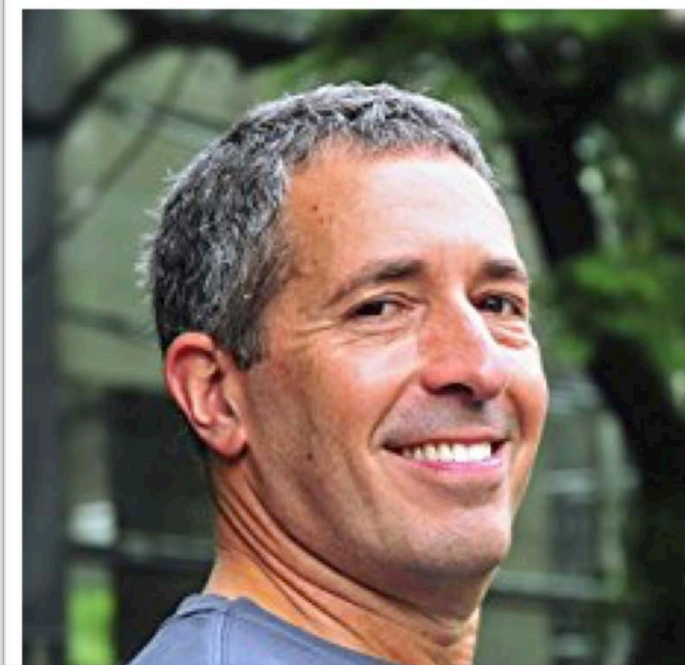


Tom Gilovich





Eric Johnson

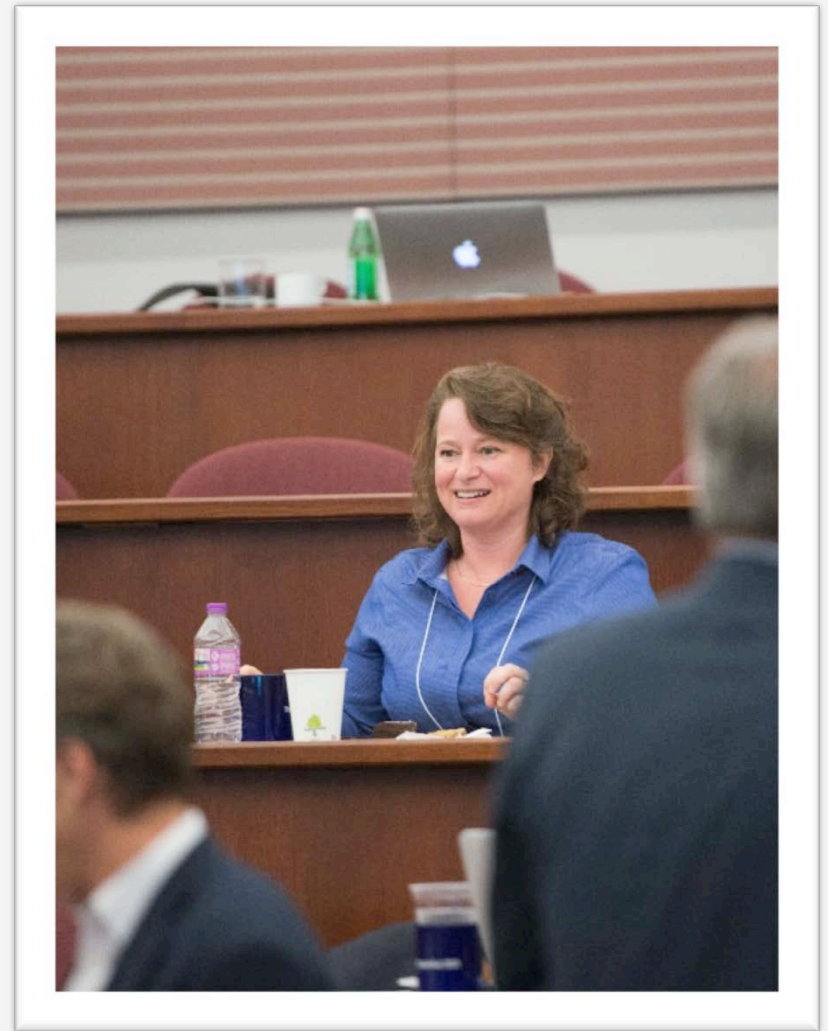


Eldar Shafir





Shane Fredrick



Suzanne Shu



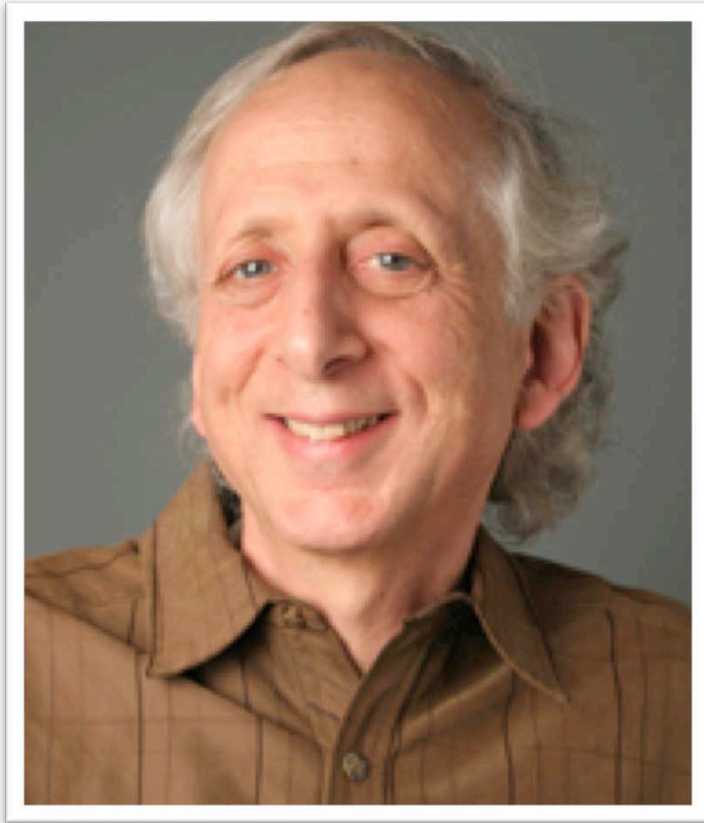


Yuval Rottenstreich

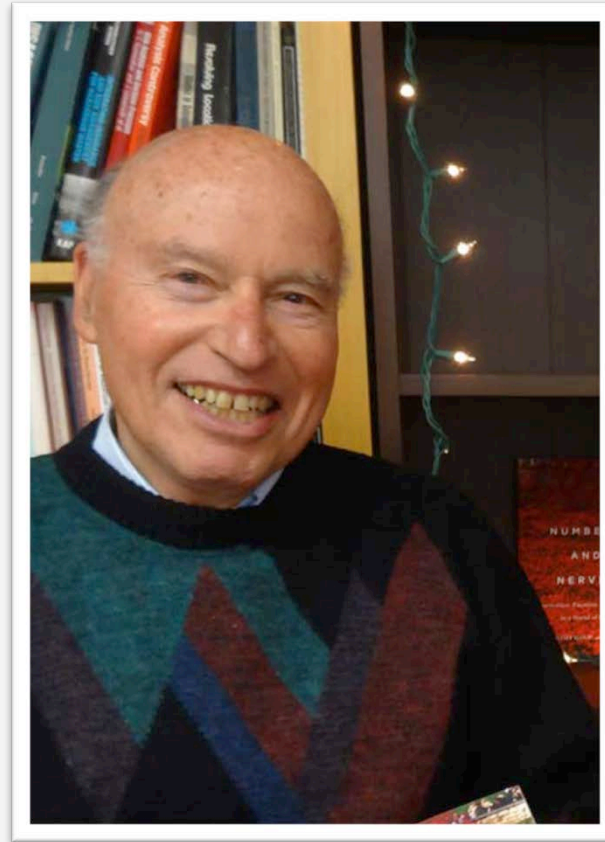


David Schkade



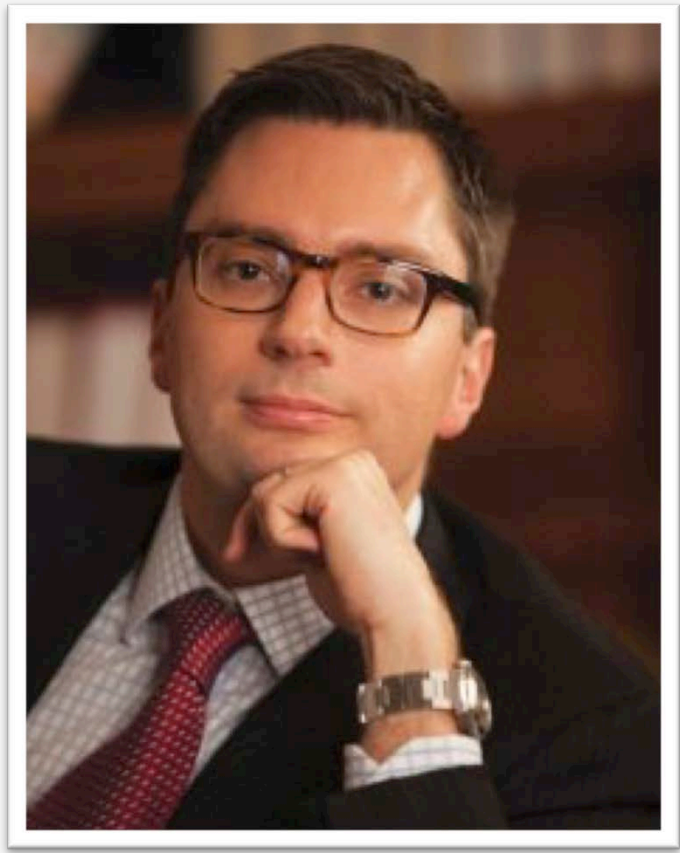


Baruch Fischhoff

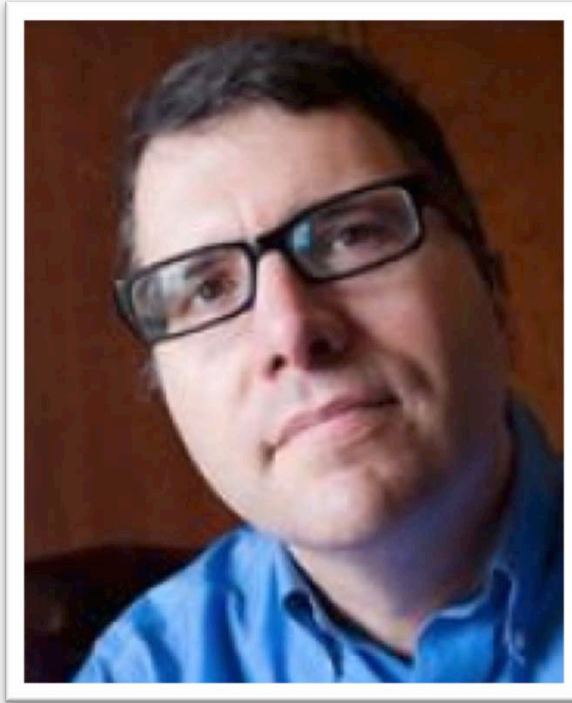


Paul Slovic

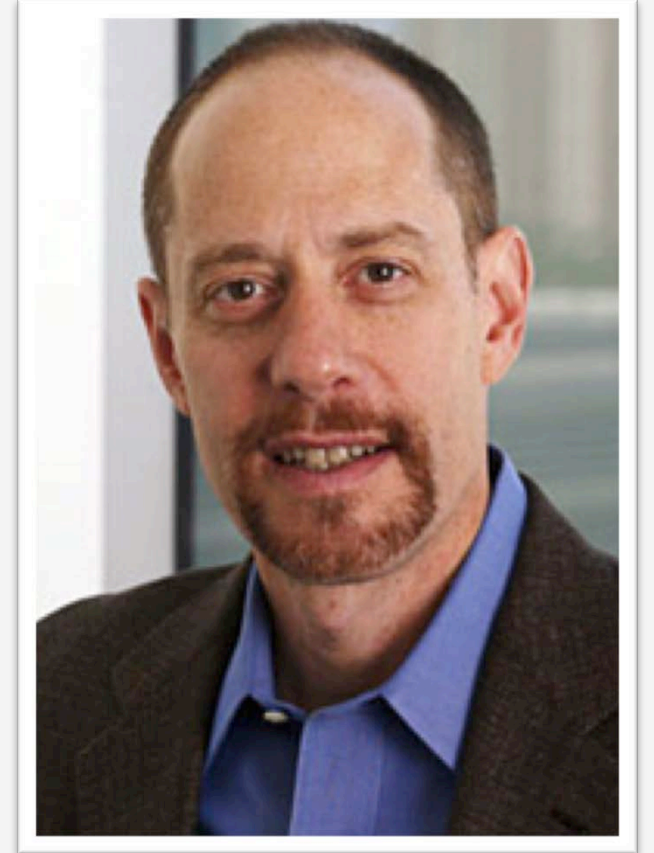




Henrik Cronqvist



Owen Lamont



Robert Vishny





Terry Odean

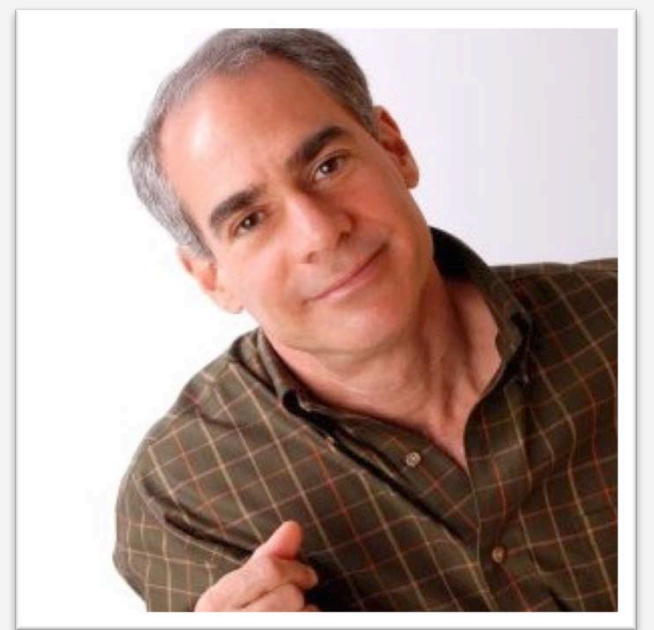


Charles Lee

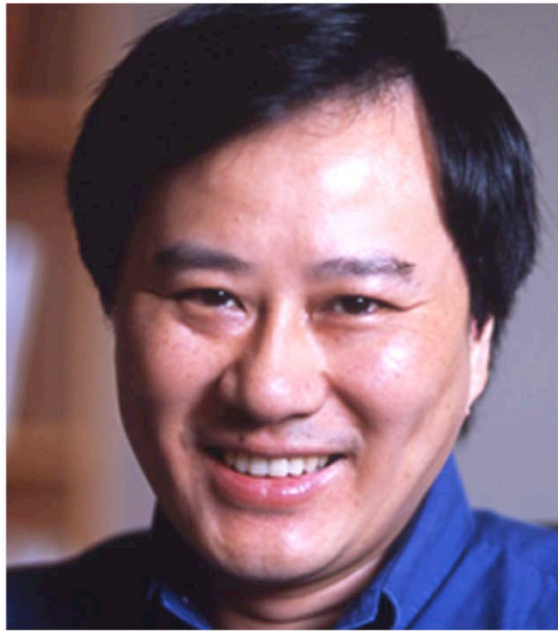




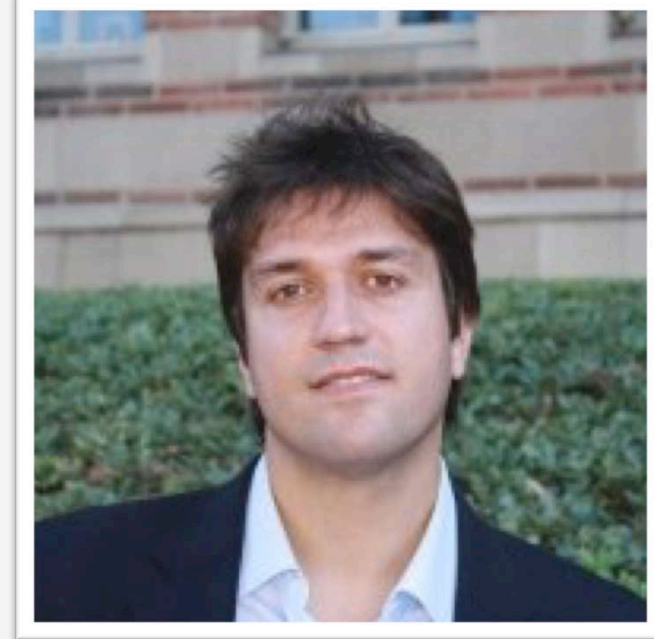
**Linda
Canina**



**Ken
Froot**

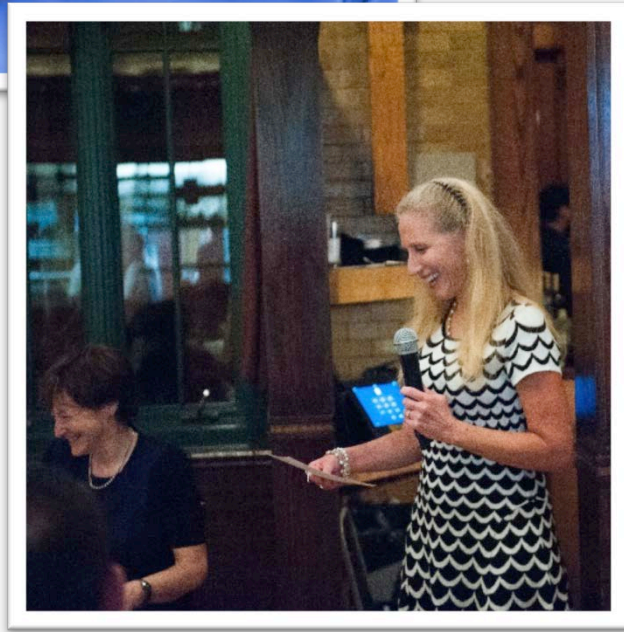


**Ming
Huang**

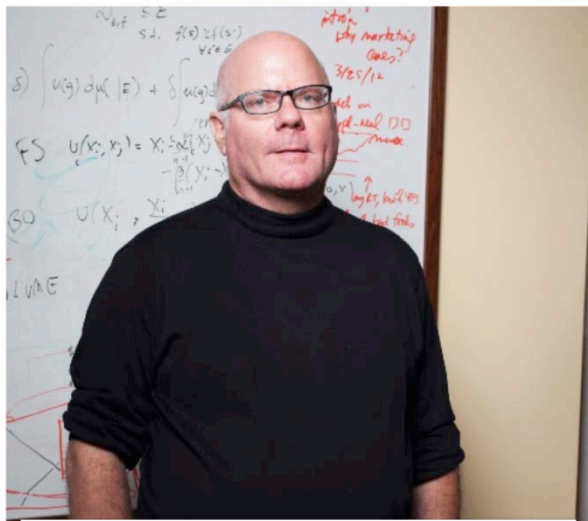


**Alessandro
Previtero**

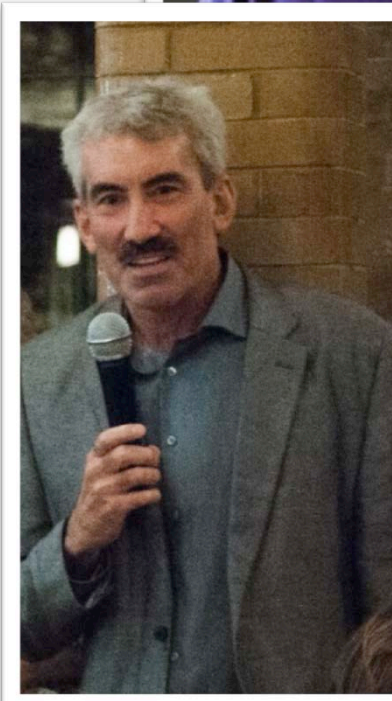
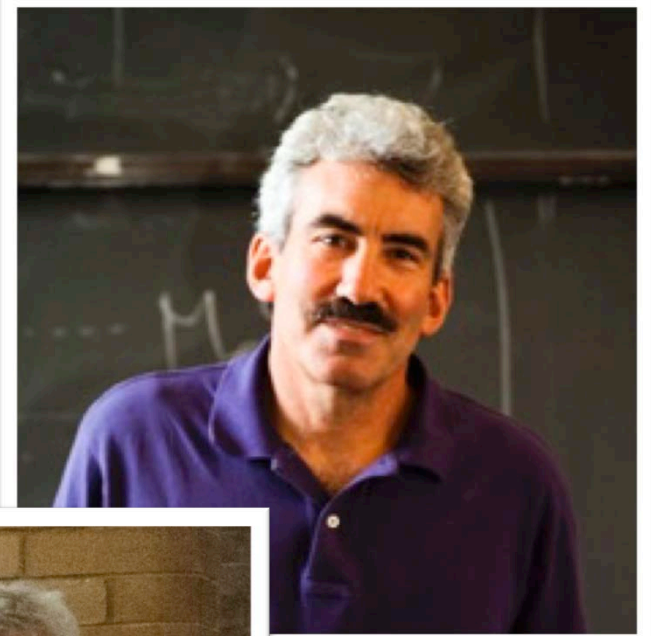




Linda Babcock

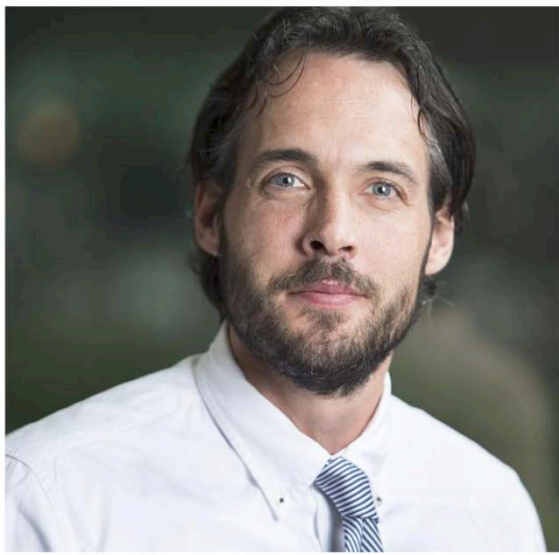


Colin Camerer



George Loewenstein





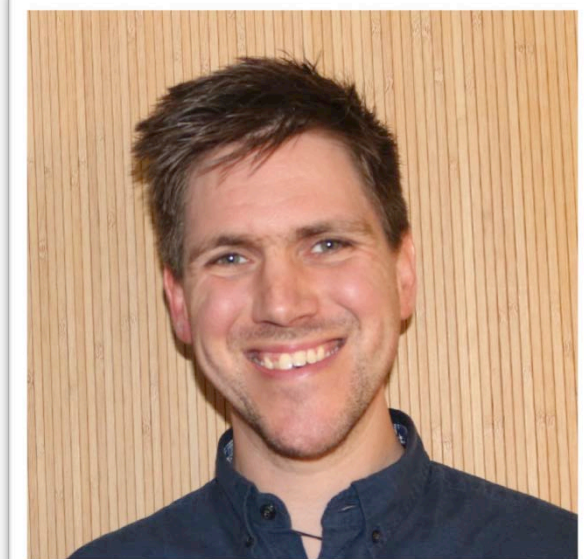
**Guido
Baltussen**



**Martijn
van den
Assem**

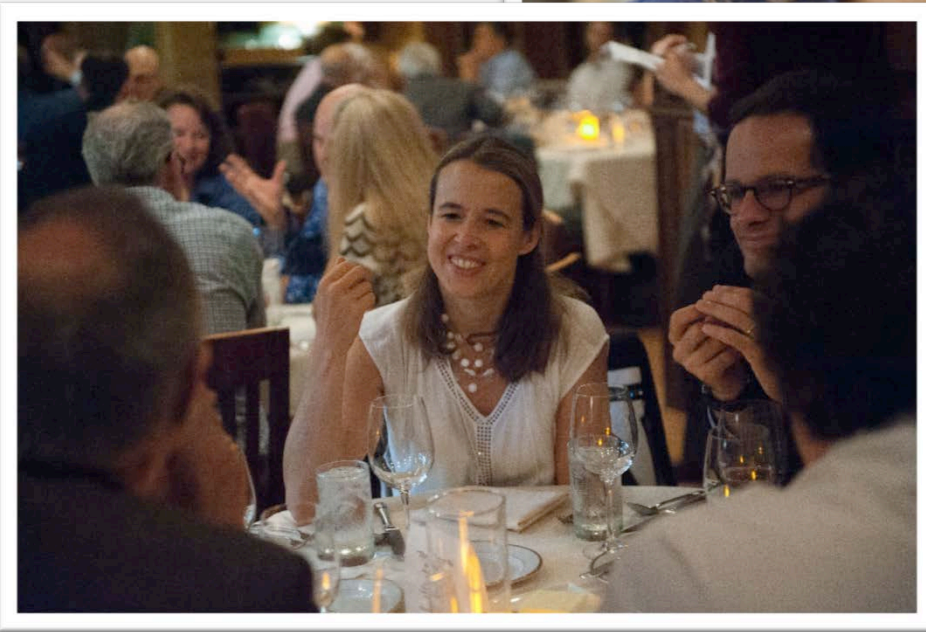
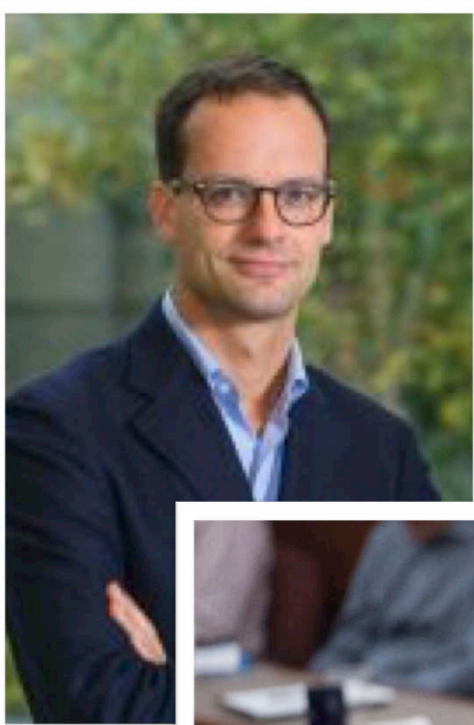


**Thierry
Post**



**Dennie
van Dolder**

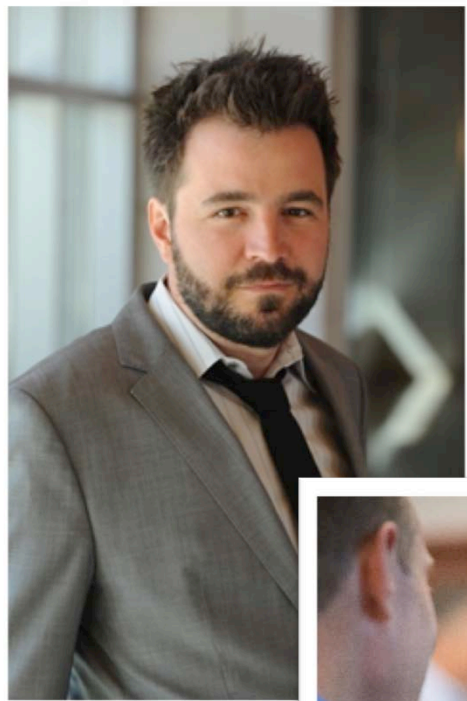




Stefano DellaVigna

Ulrike Malmendier





Emir Kamenica



Sendhil Mullainathan





Dean Karlan



Maya Shankar



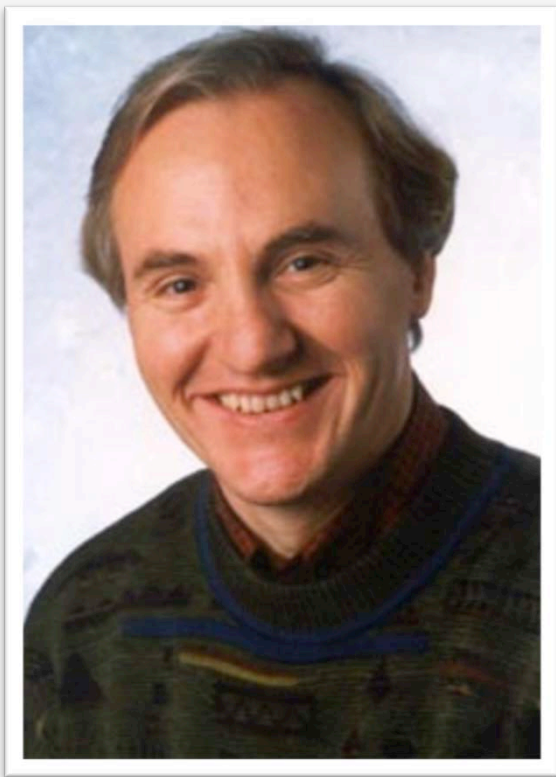


Russ Fuller



Raife Giovino





Ernst Fehr

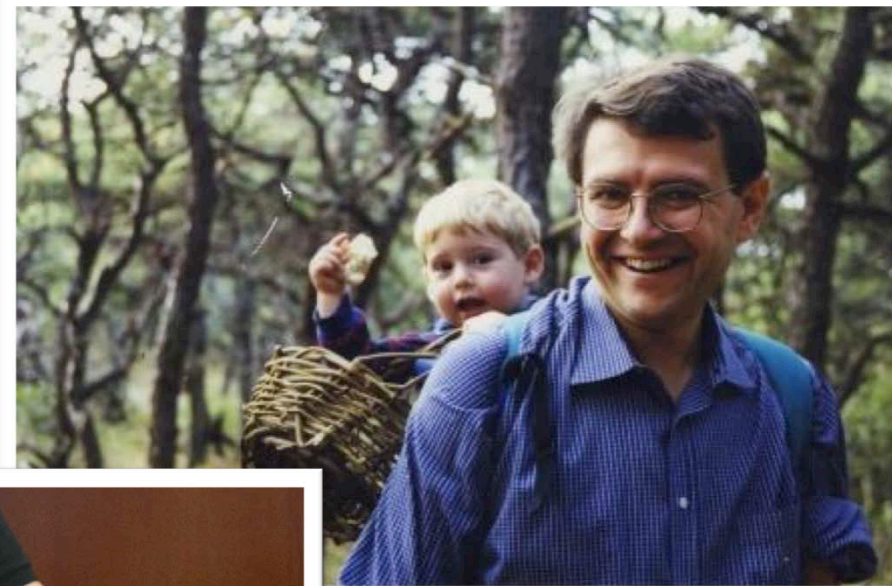


Christine Jolls



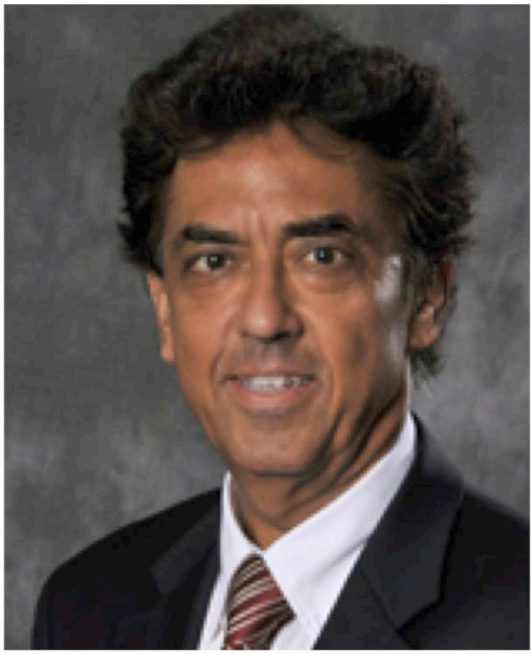


Nicholas Barberis

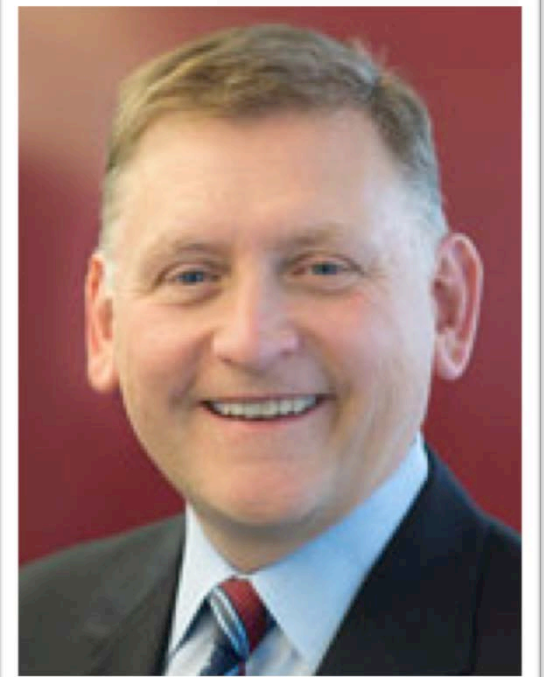


Andrei Shleifer





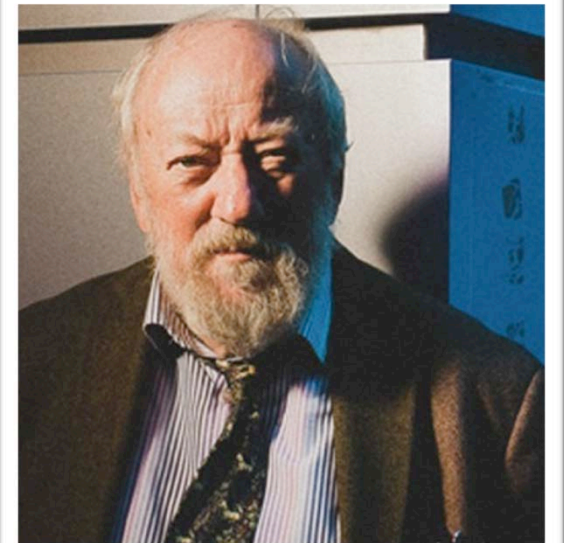
**Navin
Chopra**



**Stephen
Utkus**



**Kent
Womack**



**William
Ziemba**





Uri Gneezy



Ted O'Donoghue





Raj Chetty



Justine Hastings

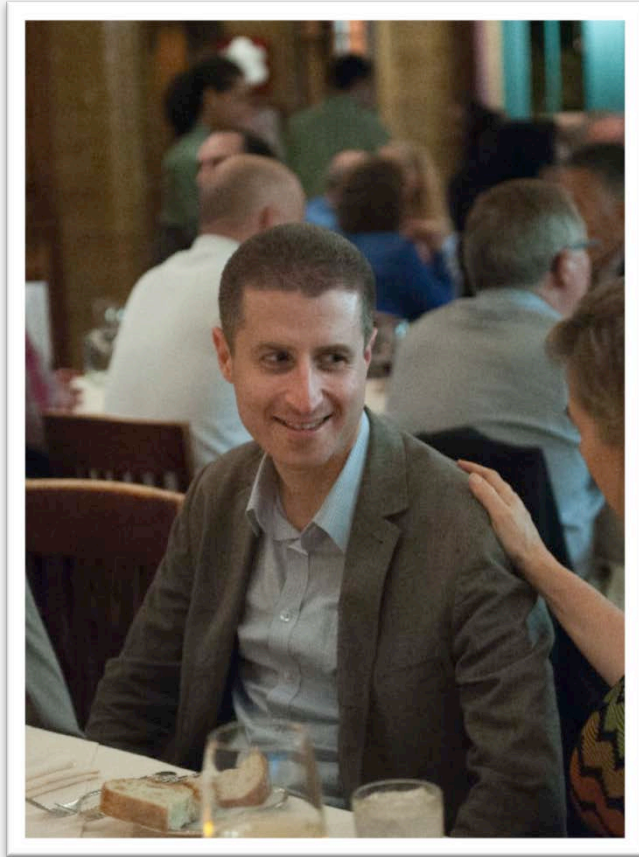


Devin Pope





David Laibson

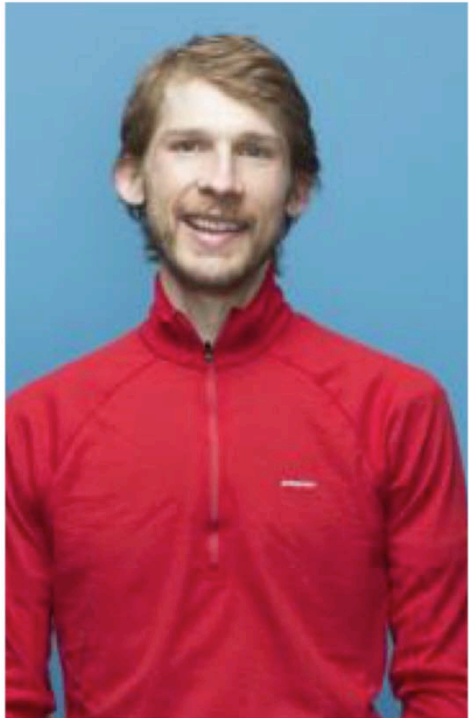


Jesse Shapiro



Robert Shiller

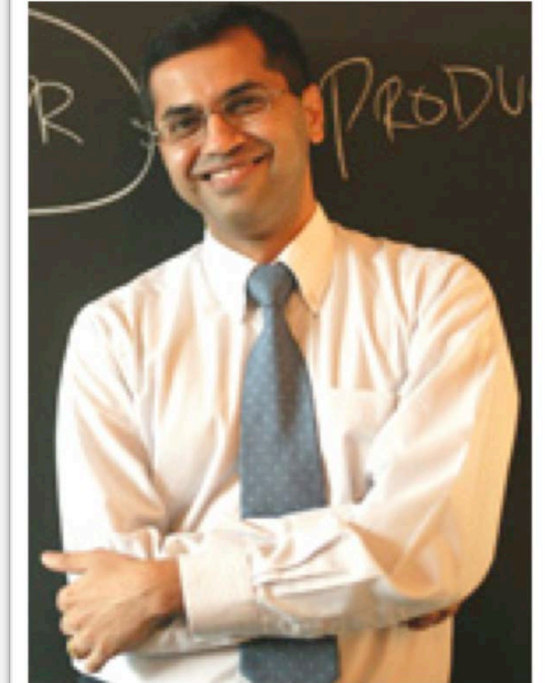




John Balz

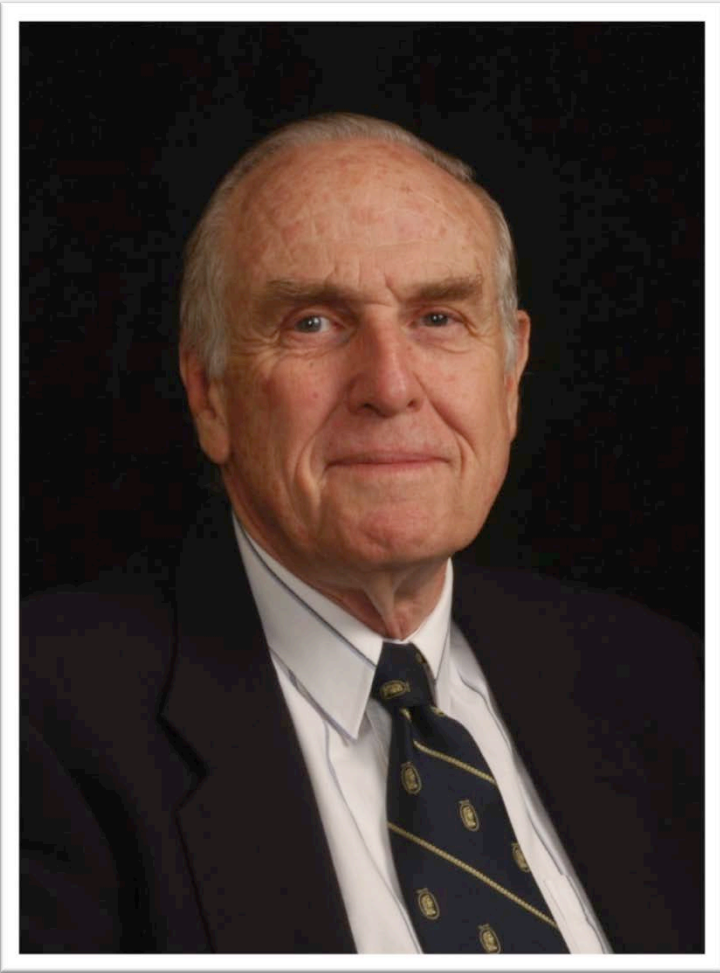


David Halpern



Dilip Soman



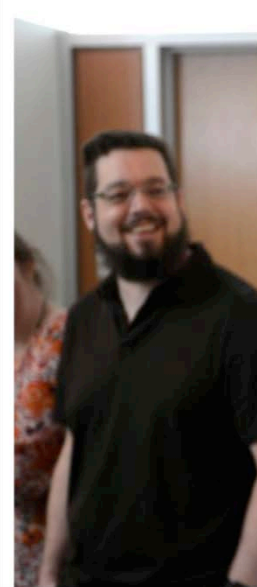


Victor Fuchs



Eric Wanner





Booth & CDR Family





Booth & CDR Family





Booth & CDR Family





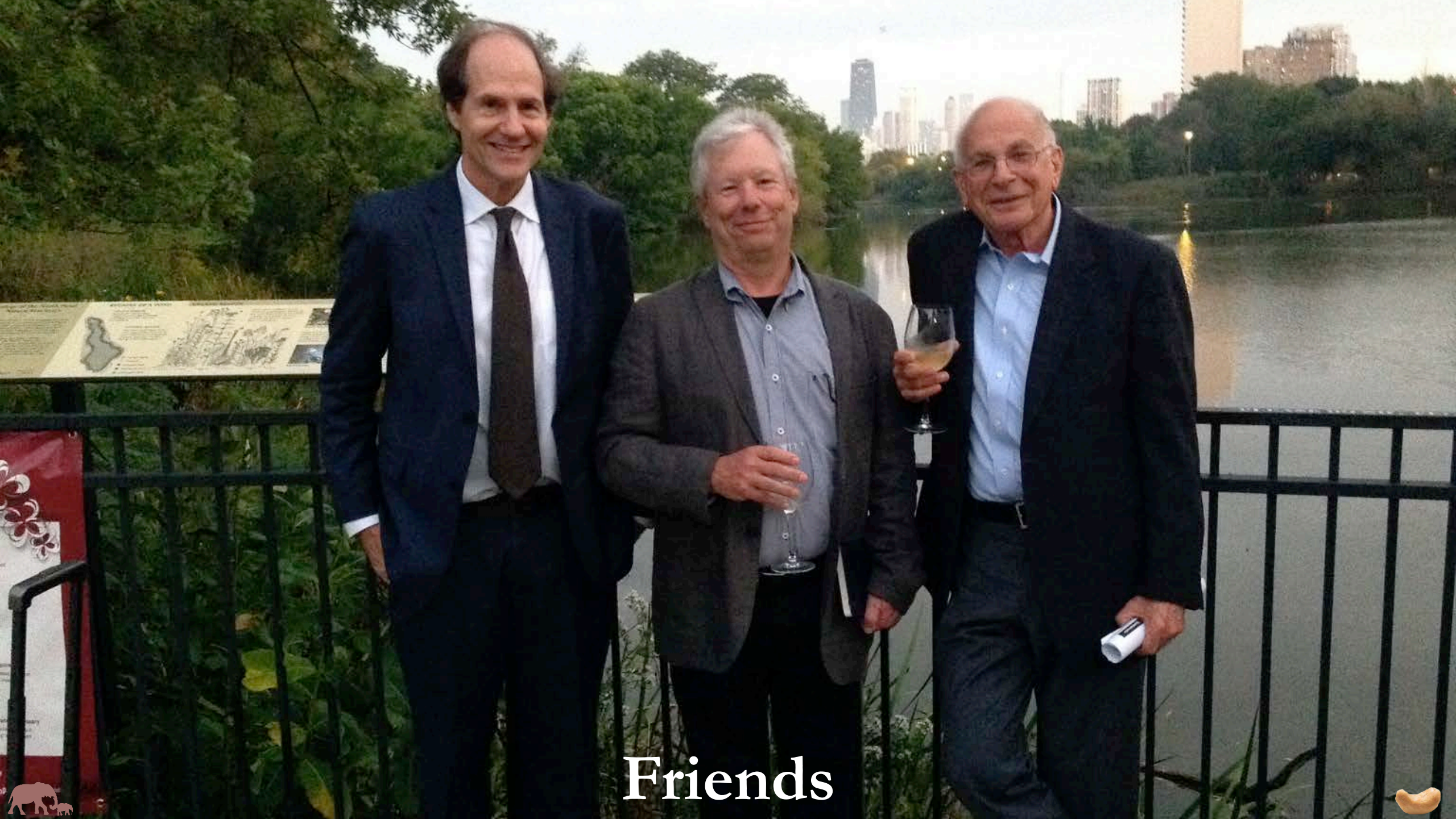
Michael Lewis
(The Chronicler)





Friends





Friends





Friends





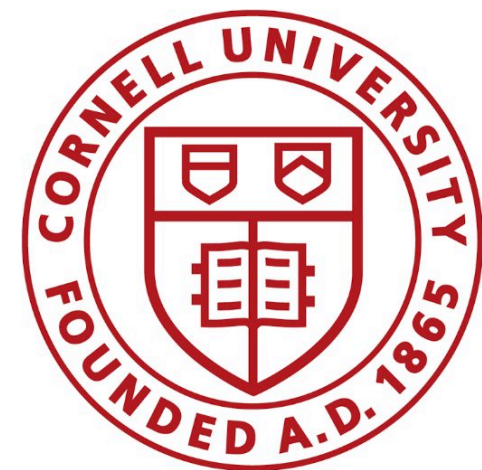
Friends



NEWARK ACADEMY
FOUNDED IN 1774



UNIVERSITY of
ROCHESTER



CHICAGO BOOTH



The University of Chicago Booth School of Business



RUSSELL SAGE
FOUNDATION

NBER
National Bureau of Economic Research

Center for
Decision Research





The Next Generation





And the Woman Behind It All





France Leclerc
with her eye for beauty in this world





France Leclerc
with her eye for beauty in this world





France Leclerc
with her eye for beauty in this world





France Leclerc
with her eye for beauty in this world

