



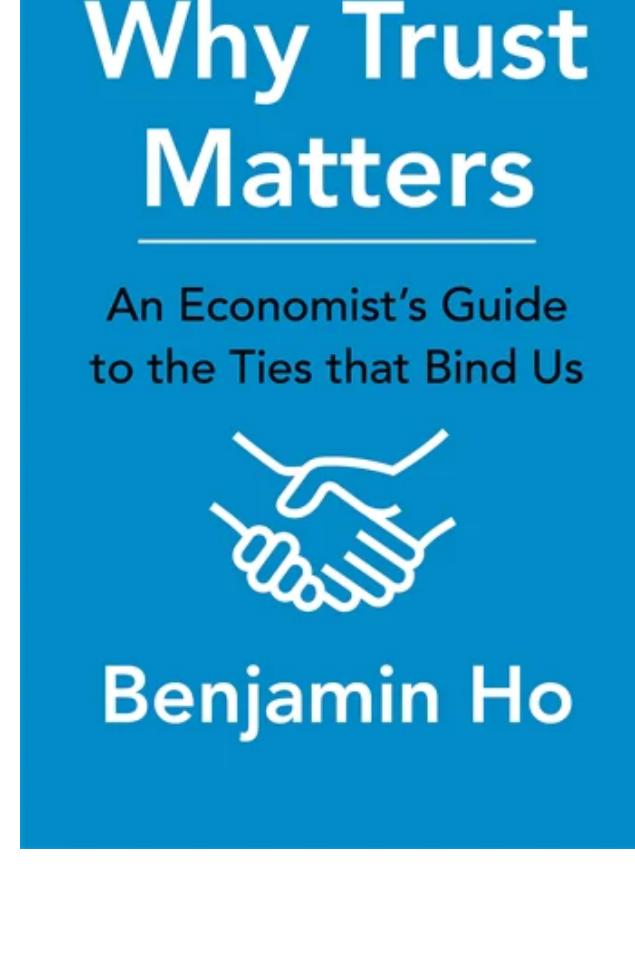
Article -- How I Work

This is one hell of a How I Work. Economist Ben Ho studies things like apologies, trust, and inequality from an economic perspective—the kind of approach that makes a good NPR story. He's blisteringly hard-working, he gets excited about workflows and old-school text apps and portable keyboards, and he's written his own applications.

About Me

Ben Ho is a professor of economics at Vassar College and author of the book *Why Trust Matters: An Economist's Guide to the Ties that Bind Us*. Ho applies behavioral economics tools like game theory and experimental methods to tackle topics like apologies, identity, inequality and climate change. Before Vassar, he taught MBA students at Cornell (where he was selected as one of Poets and Quants 40 under 40), served as lead energy economist at the White House Council of Economic Advisers, and worked/consulted for Morgan Stanley and several tech startups. Professor Ho is also a faculty affiliate for the Center for Global Energy Policy at Columbia University. His research has appeared in outlets like Management Science and Nature: Human Behavior. Ho holds seven degrees from Stanford and MIT in economics, education, political science, math, computer science and electrical engineering.

Publications



Use display: flex to put the text and the image side by side

Have economists neglected trust? The economy is fundamentally a network of relationships built on mutual expectations. More than that, trust is the glue that holds civilization together. Every time we interact with another person, to make a purchase, work on a project, or share a living space, we rely on trust. Institutions and relationships function because people place confidence in them. Retailers seek to become trusted brands; employers put their trust in their employees; and democracy only works when we trust our government.

Benjamin Ho reveals the surprising importance of trust to how we understand our day-to-day economic lives. Starting with the earliest societies and proceeding through the evolution of the modern economy, he explores its role across an astonishing range of institutions and practices. From contracts and banking to blockchain and the sharing economy to health care and climate change, Ho shows how trust shapes the workings of the world. He provides an accessible account of how economists have applied the mathematical tools of game theory and the experimental methods of behavioral economics to bring rigor to understanding trust. Bringing together insights from decades of research in an approachable format, *Why Trust Matters* shows how a concept that we rarely associate with the discipline of economics is central to the social systems that govern our lives.

Use col-12 in Bootstrap to stretch it across the container within the body div

Reviews

Charles J. Wheelan, author of *Naked Economics: Undressing the Dismal Science*

"Illustrating how a seemingly noneconomic concept is, in fact, at the heart of many fundamental economic concepts, *Why Trust Matters* looks back in history to develop the idea that trust undergirds most human interactions. Ho has written a timely, interesting, and fun work for specialists and nonspecialists alike."

Robert H. Frank, author of *Under the Influence: Putting Peer Pressure to Work*

"*Why Trust Matters* validates my long-standing membership in the Ben Ho fan club. His deep knowledge of the historical record, his careful application of economic reasoning, and his charm shine through on every page of this highly readable account of the role of trust in economic and social life."

Media

New Bazaar

Podcast for Cardiff Garcia's long form interview show

Go

Bloomberg

Interview for John Authers' Bloomberg book club

Go

Freakonomics

Interview about our apology experiment with Uber

Go

Use the card elements of bootstrap and adapt the number of cards per row to different screen sizes (col-lg-4, col-md-6, col-sm-12)

Contact

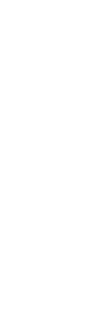
Name

Subject

Float left, and use the % as the width to adapt to different screen sizes

Send

Flex box align right
within a flex box. When
screen size is med or
small, hide menu. (in an
ideal world, there
would be an interactive
menu dropdown)



Article -- How I Work

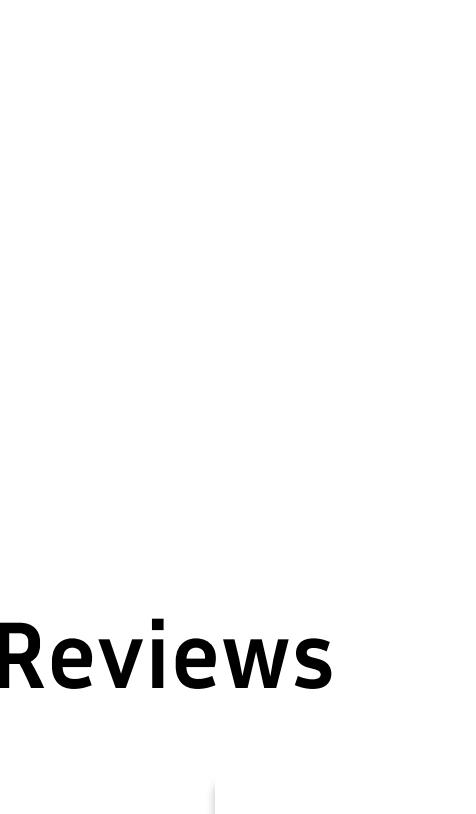
General layout is the
same for tablets

This is one hell of a How I Work. Economist Ben Ho studies things like apologies, trust, and inequality from an economic perspective—the kind of approach that makes a good NPR story. He's blisteringly hard-working, he gets excited about workflows and old-school text apps and portable keyboards, and he's written his own applications.

About Me

Ben Ho is a professor of economics at Vassar College and author of the book *Why Trust Matters: An Economist's Guide to the Ties that Bind Us*. Ho applies behavioral economics tools like game theory and experimental methods to tackle topics like apologies, identity, inequality and climate change. Before Vassar, he taught MBA students at Cornell (where he was selected as one of Poets and Quants 40 under 40), served as lead energy economist at the White House Council of Economic Advisers, and worked/consulted for Morgan Stanley and several tech startups. Professor Ho is also a faculty affiliate for the Center for Global Energy Policy at Columbia University. His research has appeared in outlets like Management Science and Nature: Human Behavior. Ho holds seven degrees from Stanford and MIT in economics, education, political science, math, computer science and electrical engineering.

Publications



Have economists neglected trust? The economy is fundamentally a network of relationships built on mutual expectations. More than that, trust is the glue that holds civilization together. Every time we interact with another person, to make a purchase, work on a project, or share a living space, we rely on trust. Institutions and relationships function because people place confidence in them. Retailers seek to become trusted brands; employers put their trust in their employees; and democracy only works when we trust our government.

Benjamin Ho reveals the surprising importance of trust to how we understand our day-to-day economic lives. Starting with the earliest societies and proceeding through the evolution of the modern economy, he explores its role across an astonishing range of institutions and practices. From contracts and banking to blockchain and the sharing economy to health care and climate change, Ho shows how trust shapes the workings of the world. He provides an accessible account of how economists have applied the mathematical tools of game theory and the experimental methods of behavioral economics to bring rigor to understanding trust. Bringing together insights from decades of research in an approachable format, *Why Trust Matters* shows how a concept that we rarely associate with the discipline of economics is central to the social systems that govern our lives.

Reviews

Charles J. Wheelan, author of *Naked Economics: Undressing the Dismal Science*

"Illustrating how a seemingly noneconomic concept is, in fact, at the heart of many fundamental economic concepts, *Why Trust Matters* looks back in history to develop the idea that trust undergirds most human interactions. Ho has written a timely, interesting, and fun work for specialists and nonspecialists alike."

Robert H. Frank, author of *Under the Influence: Putting Peer Pressure to Work*

"*Why Trust Matters* validates my long-standing membership in the Ben Ho fan club. His deep knowledge of the historical record, his careful application of economic reasoning, and his charm shine through on every page of this highly readable account of the role of trust in economic and social life."

Media

New Bazaar

Podcast for Cardiff Garcia's long form interview show

Go

Bloomberg

Interview for John Authers' Bloomberg book club

Go

Freakonomics

Interview about our apology experiment with Uber

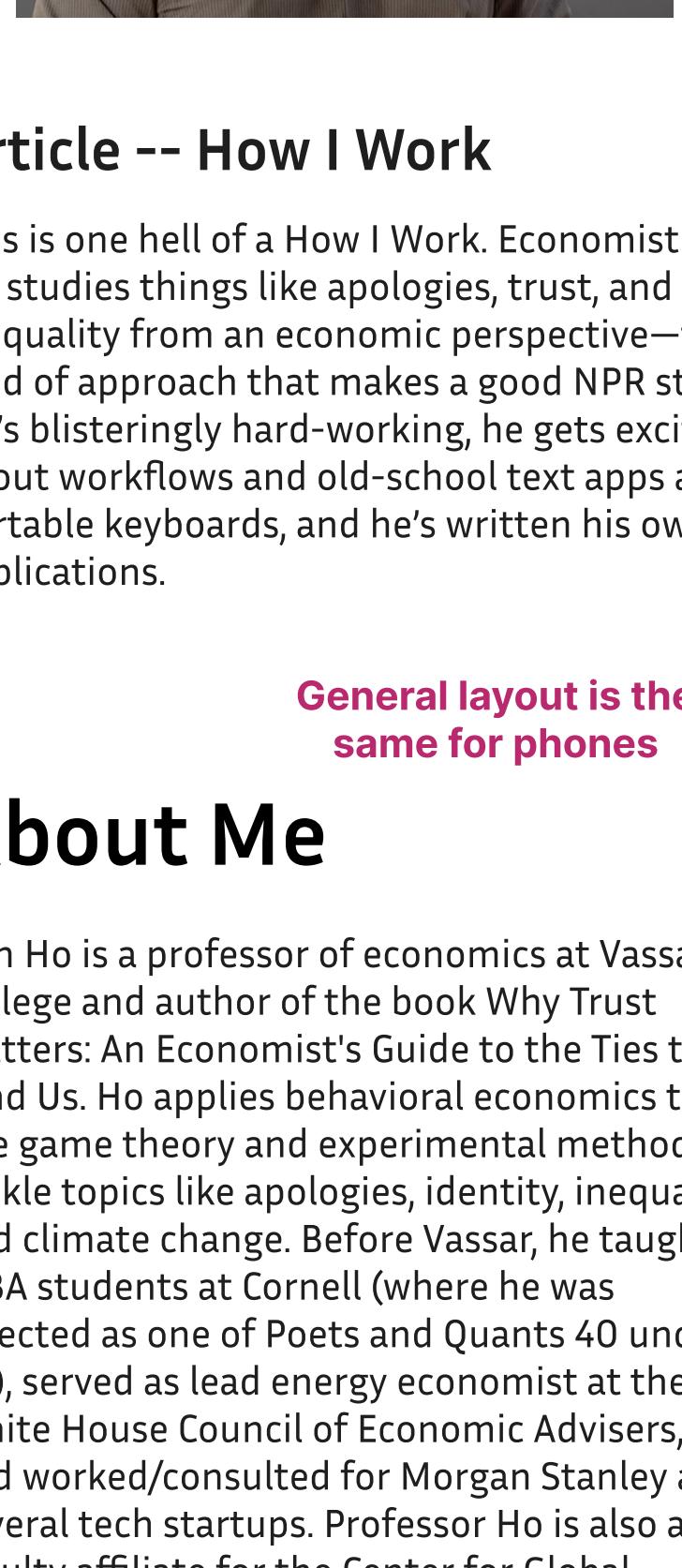
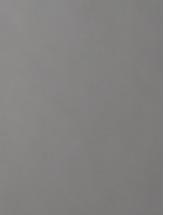
Go

Contact

Name

Subject

Send



Article -- How I Work

This is one hell of a How I Work. Economist Ben Ho studies things like apologies, trust, and inequality from an economic perspective—the kind of approach that makes a good NPR story. He's blisteringly hard-working, he gets excited about workflows and old-school text apps and portable keyboards, and he's written his own applications.

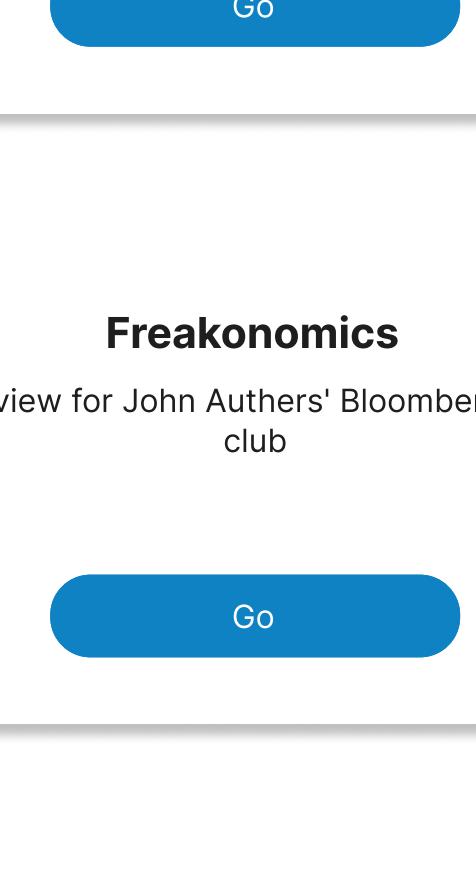
General layout is the same for phones

About Me

Ben Ho is a professor of economics at Vassar College and author of the book *Why Trust Matters: An Economist's Guide to the Ties that Bind Us*. Ho applies behavioral economics tools like game theory and experimental methods to tackle topics like apologies, identity, inequality and climate change. Before Vassar, he taught MBA students at Cornell (where he was selected as one of Poets and Quants 40 under 40), served as lead energy economist at the White House Council of Economic Advisers, and worked/consulted for Morgan Stanley and several tech startups. Professor Ho is also a faculty affiliate for the Center for Global Energy Policy at Columbia University. His research has appeared in outlets like Management Science and Nature: Human Behavior. Ho holds seven degrees from Stanford and MIT in economics, education, political science, math, computer science and electrical engineering.

For smaller screens, don't use display: flex to stack the image on top

Publications



Have economists neglected trust? The economy is fundamentally a network of relationships built on mutual expectations. More than that, trust is the glue that holds civilization together. Every time we interact with another person, to make a purchase, work on a project, or share a living space, we rely on trust. Institutions and relationships function because people place confidence in them. Retailers seek to become trusted brands; employers put their trust in their employees; and democracy only works when we trust our government.

Benjamin Ho reveals the surprising importance of trust to how we understand our day-to-day economic lives. Starting with the earliest societies and proceeding through the evolution of the modern economy, he explores its role across an astonishing range of institutions and practices. From contracts and banking to blockchain and the sharing economy to health care and climate change, Ho shows how trust shapes the workings of the world. He provides an accessible account of how economists have applied the mathematical tools of game theory and the experimental methods of behavioral economics to bring rigor to understanding trust. Bringing together insights from decades of research in an approachable format, *Why Trust Matters* shows how a concept that we rarely associate with the discipline of economics is central to the social systems that govern our lives.

Reviews

Charles J. Wheelan, author of *Naked Economics: Undressing the Dismal Science*

"Illustrating how a seemingly noneconomic concept is, in fact, at the heart of many fundamental economic concepts, *Why Trust Matters* looks back in history to develop the idea that trust undergirds most human interactions. Ho has written a timely, interesting, and fun work for specialists and nonspecialists alike."

Robert H. Frank, author of *Under the Influence: Putting Peer Pressure to Work*

"*Why Trust Matters* validates my long-standing membership in the Ben Ho fan club. His deep knowledge of the historical record, his careful application of economic reasoning, and his charm shine through on every page of this highly readable account of the role of trust in economic and social life."

1 card per row -- adapts to the screen size

Media

New Bazaar

Podcast for Cardiff Garcia's long form interview show

Go

Bloomberg

Interview for John Authers' Bloomberg book club

Go

Freakonomics

Interview for John Authers' Bloomberg book club

Go

Send