

1. Irrationality - Den A Tely

(Hidden Forces that shape our decisions).

1. The truth about Relativity.

Everything is Relative - Even when it shouldn't be.

1. Relativity

2. Only you see

3. Relativity Helps

2. The Fallacy of Supply and

Price of Perals - and every thing demand
- Another implication

1. How did the pearl king do it?

2. So we Anchor ourse

3. But This was only

4. Now that we know

5. All this talk

3. The cost of zero cost

- Zero has had a long history

- What is it about Free.

4. The Cost of Social Norms

Happy to do things, but not when we are paid to do them

Live in 2 worlds
(market

Exchange)

5. The influence of Arousal

much better than we realize

1. Safe sex

2. Safe driving

3. Better life decisions

6. The problem of procrastination and

Self control
(what we want to do).

1. Health care
Savings

7. The High price of ownership

we overvalue what we have.

8. Keeping doors open

options distract us from our main object.

1. Expectations also
shape stereotypes

9. The effect of Expectations → placebo comes

- From this experiment

- From our experiments

From

10. The power of price

50-cent Aspirin can do what a penny Aspirin can't

11. The content of our character, part I

we are dishonest, and what we can do about it.

12. The content of our character, part II

Cash makes us more honest.

productivity (rational - beer anxiety)

(The hidden forces that shape our decisions)

Beer

and Free Lunches

- what is behavioral economics, and where

are the Free Lunches?

1. Copperline Amber Ale
2. Franklin Street Lager
3. India Pale Ale
4. Summer Wheat Ale

Thanks.