



MEET THE WORLD-LEADING
BEHAVIORAL ECONOMIST URI
GNEEZY IN THIS EYE-OPENING
TALK ABOUT HOW TO USE
INCENTIVES

MIXED SIGNALS

HOW INCENTIVES
REALLY WORKS

JUNE 13TH 2023

15.00-16.00

Incentives send powerful signals that aim to influence behavior. But often, there is a conflict between what behavior we say we want and what behavior incentives promote. The result: mixed signals.

Now you can attend an inspiring talk about how incentives really work by Uri Gneezy, a world-leading expert in behavioral economics.

Uri will talk about how incentives work and how they sometimes create problems. In a recent book building on behavioral economics, game theory, psychology, and fieldwork, Gneezy outlines how to be incentive smart and design rewards that are simple and effective.

Join us for this mind-provoking and engaging talk.

Takes place at:
Copenhagen Business School
Ovnhallen
Porcelænshaven 24A
2000 Frederiksberg

Open for all - Free entrance
Registration not needed
Free copies of Uri Gneezy's book
"Mixed Signals" (to the first 150)

Thanks for the support to:
Otto Mønsted's Fond
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