

DANIEL KAHNEMAN

NOBEL PRIZE-WINNING PSYCHOLOGIST, BEHAVIORAL ECONOMIST, & AUTHOR OF *THINKING, FAST AND SLOW*
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WHY DANIEL KAHNEMAN CAPTIVATES AUDIENCES

After a near 10 year absence from the lecture circuit, Nobel Laureate Daniel Kahneman has returned to discuss some of the most critical issues of our time. As documented in his best-selling book *Thinking, Fast and Slow*, as well as Michael Lewis's best-seller *The Undoing Project*, much of Kahneman's life and work has been devoted to **behavioral economics—the science of human decision making**. In the late 1970s and early 80s, Kahneman and his research partner Amos Tversky published two landmark papers on the subject, entitled *Prospect Theory: An Analysis of Decision Under Risk* and *Judgment Under Uncertainty: Heuristics and Biases*.

These two works laid the **foundation for modern behavioral economics**, flying in the face of long-held assumptions about the supposed role of human rationality in decision making. The pair also introduced now widely known concepts such as **framing, the availability and representativeness heuristics, cognitive biases, and loss aversion** into the public consciousness, particularly as they relate to **business, economics, and military strategy**.

Since then, Kahneman has moved on to studying new subjects including hedonic psychology, **algorithmic data analytics**, and, most recently, **artificial intelligence**. He has also spent several years consulting for top financial services firms worldwide. His combined experience—both academic and professional—along with his credentials, certify him as **one of the foremost psychological and economic thought leaders alive today**.

ABOUT DANIEL

Daniel Kahneman is an Israeli-American psychologist notable for his work in behavioral economics—the psychology of judgment and decision-making—for which he was awarded the **2002 Nobel Memorial Prize in Economic Sciences**. His empirical findings challenged assumptions about the nature of human rationality prevailing in modern economic theory.

Alongside Amos Tversky and others, Kahneman established a cognitive basis for the common human errors that arise due to heuristics and biases, and developed prospect theory.

He is professor emeritus of psychology and public affairs at **Princeton University's Woodrow Wilson School**. Kahneman is a founding partner of **TGG Group**, a business and philanthropy consulting company. He is married to Royal Society Fellow Anne Treisman.

In 2001, he was elected a member of the **National Academy of Sciences**. In both 2011 and 2012, he made Bloomberg's list of **The 50 Most Influential People in Global Finance**.

In 2011, he was included by *Foreign Policy* magazine in its list of top global thinkers. The same year, his book *Thinking, Fast and Slow*, which summarizes much of his research, was published and became a best-seller. It would go on to win the National Academy of Sciences Communication Award for Best Book the following year.

In 2013, President Barack Obama awarded Daniel Kahneman the **Presidential Medal of Freedom**.

In 2015, *The Economist* listed him as the seventh most influential economist in the world.

SPEECH TOPICS

- ***The Psychology of Intuitive Judgment and Choices***

