

# Life is a Lab

Why behavioral science is key to the success of Obama and Google

Wednesday January 29, 2014  
16.15 in the NHH Aula

With world leading behavioral economists  
**John List, University of Chicago**  
and **Uri Gneezy, UC San Diego**

Håvard S. Abrahamsen, CEO PwC  
Kjetil Bjorvatn, Alexander Cappelen,  
Thore Johnsen & Bertil Tungodden, NHH professors

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