We are pleased to invite you to the first lecture in the series ACADEMIA@ARISON

Academic Director: Dr. Taly Eichenwald-Dvir, Associate Dean and Head of MBA and GMBA Programs

“Why Businessmen Need Brains”
How Neuroscience Can Inform The Business World

Prof. Moran Cerf
Kellogg School of Management at Northwestern University and UCLA

Monday, October 14th 2013, at 18:00
SL302 Auditorium, The Radzyner-Sustainability Building, IDC Campus, Kanfei Nesharim st. Herzliya

Abstract

In the last decade we are experiencing a revolution in the advance in neuroscience research. Neuroscientists are improving their understanding of brain functions and are at times able to predict choices, behavior and decisions processes. In this talk I will describe some of the recent advances in neuroscience and focus on the ways by which they can inform the fields of economics, marketing, and management.

The number of participants is limited
For registration please press here

* The lecture will be held in English