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**Education Session No. 358:
Know Yourself and Your Decision-Making Process:
A Conversation with Nobel Laureate Daniel Kahneman**

October 16, 2012 at 6:30 PM
New York

How well do you understand the judgment processes that underlie your decisions? Your multiple selves (experiencing, remembering, judging, decision-making, emotional and rational, among others) exert a powerful influence on your behavior, in your daily professional activities and throughout your life.

Daniel Kahneman, who received the Nobel Prize for his work on the decision-making process that involve risk, profit and loss, is among the leading researchers who dissect the complex intersection of cognitive psychology, finance and economics.

Join us for a look inside the soft issues of emotion and experience that influence our behavior and decisions; you will gain greater awareness of these factors, that you can turn to your advantage in the marketplace.

Dr. Kahneman is professor emeritus of Princeton University's Woodrow Wilson School.

Participants

Daniel Kahneman, Princeton University
Jason Zweig, *Moderator*, Wall Street Journal

Event Details

Date: October 16, 2012

Time: 6 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails will follow.

Host: Bloomberg L.P.

Location: 731 Lexington Ave, between 58th and 59th Streets, Room 28 MPR, **New York**, NY 10022

RSVP: [RSVP Now](#)

Dr. Kahneman is the author of "Thinking, Fast and Slow" and will be signing pre-ordered books at the event. Please [click here](#) to order. Your pre-ordered copy will be available for pick-up at the event.

If you have any questions about this event, please contact the [New York Education](#) committee.

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission is free, but there is a \$25 charge if you register and do not attend, even if you cancel in advance. No-show proceeds will be donated to DonorsChoose.org, the 2012 beneficiary of 100WHF's US philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biographies

Daniel Kahneman, Eugene Higgins Professor of Psychology and Professor of Public Affairs Emeritus, Princeton University

Dr. Daniel Kahneman is Eugene Higgins Professor of Psychology and Professor of Public Affairs Emeritus at Princeton University. He was educated at The Hebrew University in Jerusalem and obtained his PhD in Berkeley. He taught at The Hebrew University, at the University of British Columbia and at Berkeley, and joined the Princeton faculty in 1994, retiring in 2007. Over a wide-ranging research career he has been involved in many fields of psychology, ranging from vision and attention to the study of juror behavior and the measurement of well-being. He is best known for his contributions, with his late colleague Amos Tversky, to the psychology of judgment and decision making, which inspired the development of behavioral economics. This work earned Kahneman the Nobel Prize in Economics in 2002 and other honors, including honorary degrees from several Universities, the 2006 Thomas Schelling Award given by the Kennedy School at Harvard "to an individual whose remarkable intellectual work has had a transformative impact on public policy", the Outstanding Lifetime Contribution Award of the American Psychological Association in 2007, and the Talcott Parsons Prize of the Academy of Arts and Sciences in 2011. He was instrumental in establishing the teaching of Psychology as a core discipline in the Woodrow Wilson School for Public and International Affairs at Princeton. Kahneman's recent book "Thinking, Fast and Slow" is a best-seller in several countries.

Jason Zweig, Columnist, Wall Street Journal

Jason Zweig is the investing and personal finance columnist for The Wall Street Journal. He is the author of "Your Money and Your Brain," on the neuroscience of investing (Simon & Schuster, 2007). Zweig is also the editor of the revised edition of Benjamin Graham's The Intelligent Investor (HarperCollins, 2003), the classic text that Warren Buffett has described as "by far the best book about investing ever written." From 1995 through 2008 he was a senior writer for Money magazine; before joining Money, he was the mutual funds editor at Forbes. Zweig has also been a guest columnist for Time magazine and cnn.com. He has served as a trustee of the Museum of American Finance, an affiliate of the Smithsonian Institution, and sits on the editorial boards of Financial History magazine and The Journal of Behavioral Finance. A graduate of Columbia University, Zweig lives in New York City.

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About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 300 events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$25 million for philanthropic causes in the areas of women's and family health, education and mentoring.