

At moments like these, government is the only actor with both the motivation and the ability to jump-start the economy.

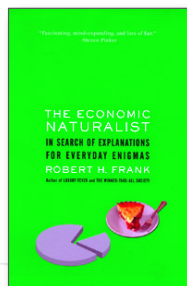
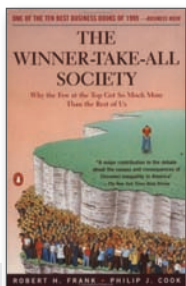


Robert H. Frank

□ Expert on the ways emotions, values and consumer behavior affect economics. □

Internationally renowned behavioral economist and expert on public policy, patterns of consumer spending and how wealth distribution affects the economy and vice versa. Also speaks on the green economy. Author of *The Economic Naturalist's Field Guide: Common Sense Principles for Troubled Times*.

New York Times columnist
 Professor of Management and of Economics,
 Cornell University



Ahead of the Curve

New York Times columnist
Professor of Management and of Economics,
Cornell University

Highlights

An internationally renowned **behavioral economist**, Robert H. Frank studies the ways in which social and psychological forces affect market behavior and the ways markets and economics affect human behavior. He is an expert on the causes and consequences of **social inequality**, and the ways that **public policy** can enhance market efficiency and improve the well-being of middle-income families.

He is the author of the new book *The Economic Naturalist's Field Guide: Common Sense Principles for Troubled Times*, a brilliant behavioral economics perspective on the most important issues of our time, from **regulation** to **taxes** to **healthcare**.

Professor Frank is the author of several other **well received books**, including an economics textbook co-written with Ben Bernanke. His books have been translated into eleven languages.

In *Falling Behind: How Rising Inequality Harms the Middle Class*, he explores the very meaning of **happiness and prosperity** in America today.

The Economic Naturalist answers scores of intriguing questions from everyday life using basic economic principles in an engaging and accessible style.

Robert H. Frank is H. J. Louis Professor of Management and Professor of Economics at the Johnson Graduate School of Management, Cornell University. In addition, he is the Peter and Charlotte Schoenfeld Faculty Fellow at NYU's Stern School of Business during the 2008-2009 academic year.

He is a regular contributor to the "Economic View" column in *The New York Times*.

Economists have refused to treat people as people, and so have painted a distorted picture of the marketplace.

**Leigh
Bureau**SM
W.ColstonLeigh, Inc.

92 East Main Street | Suite 200 | Somerville, New Jersey 08876
Phone. 908.253.8600 | Web. www.LeighBureau.com

The Economic Naturalist's Field Guide

□ *How context shapes individual economic decisions and how knowledge of human behavior should shape large-scale economic policy decisions.* □

How do people actually behave when confronted with economic choices? While our desires are boundless, our resources are limited and trade-offs confront us at every turn. A leading proponent of the emerging field of behavioral economics, Robert Frank, suggests that context shapes every decision and that consistent human foibles matter—no matter how much economists wish to ignore them.

With all of the wit, style, and insight of his earlier book *The Economic Naturalist*, Frank turns his eye to large-scale policy decisions about regulation, tax policy, and health care, and to our personal decisions about paying for food and gasoline and even to how we chose to love.

In our current anxious economic climate, *The Economic Naturalist's Guide* has fascinating and revealing insights with more bearing on our pocketbooks, policies, and personal happiness than ever.

• Credentials

- □ H. J. Louis Professor of Management and Professor of Economics, Johnson Graduate School of Management, Cornell University
- □ "Economic View" columnist, *The New York Times*