Dan Ariely
Professor of Psychology and Behavioral Economics
DUKE UNIVERSITY & COMMON CENTS LAB

ASK THE author

PRESENTED BY
Asset Funders Network

SEPTEMBER 20, 2018
WEBINAR CONTROL PANEL

PARTICIPATE

*During the presentation* –
Type your question in the
**QUESTIONS BOX**
to be addressed during
discussion breaks or
during Q/A
Asset Funders Network

the only grantmaker membership organization focused on building economic well-being for all.

AssetFunders.org
Our Mission

The Asset Funders Network engages philanthropy to advance economic opportunity and prosperity for low and moderate income people.

AFN members are:

- Private, Public, Corporate, and Community Foundations
- Public-Sector Funders
- Financial Institutions
- Corporate Giving Programs
- Credit Unions
- Community Development Financial Institutions
- United Ways
Blending humor and behavioral economics, the *New York Times* bestselling author of *Predictably Irrational* delves into the truly illogical world of personal finance to help people better understand why they make bad financial decisions, and gives them the knowledge they need to make better ones.

**Why does paying for things often feel like it causes physical pain?**
**Why does it cost you money to act as your own real estate agent?**
**Why are we comfortable overpaying for something now just because we've overpaid for it before?**

In *Dollars and Sense*, world renowned economist Dan Ariely answers these intriguing questions and many more as he explains how our irrational behavior often interferes with our best intentions when it comes to managing our finances. Partnering with financial comedian and writer Jeff Kreisler, Ariely takes us deep inside our minds to expose the hidden motivations that are secretly driving our choices about money.
Exploring a wide range of everyday topics—from credit card debt and household budgeting to holiday sales—Ariely and Kreisler demonstrate how our ideas about dollars and cents are often wrong and cost us more than we know. Mixing case studies and anecdotes with tangible advice and lessons, they cut through the unconscious fears and desires driving our worst financial instincts and teach us how to improve our money habits.

Fascinating, engaging, funny, and essential, Dollars and Sense is a sound investment, providing us with the practical tools we need to
✓ understand and improve our financial choices,
✓ save and spend smarter,
✓ and ultimately live better.
RESEARCH

Our research is published in top tier peer-reviewed journals as well as the popular press.

HEALTH
Our health research explores health management, medical decision-making and wellness.

MONEY
Our financial decision-making research ranges from debt management to asset building, from inclusion to retirement.

WORLD
Our global decision-making research is focused on increasing the well-being of low-income groups living in developing countries as well as improving their access to quality healthcare.

AND MORE!
From inequality to morality, from motivation to self-control, we study a range of topics that don’t quite fit in our main buckets.
“I became engrossed with the idea that we repeatedly and predictably make the wrong decisions in many aspects of our lives and that research could help change some of these patterns.”
What we should be doing?

What ‘crutches’ will be more effective than current financial literacy programs or tools?
CONSCIENCE+

Conscience+ is here to help you through life's most perplexing moral dilemmas. Based on the latest insights about human decision making, Conscience+ gives you the excuses you need to justify doing what you want to do — whether it is something good you aspire to, or something more shady and less moral. Think of Conscience+ as providing both an angel and devil, sitting on your shoulder and available for advice at the flip of a switch.

Available on the App Store
DOLLARS AND SENSE

How We Misthink Money and How to Spend Smarter

NEW YORK TIMES BESTSELLING
AUTHOR OF PREDICTABLY IRATIONAL

DAN ARIELY
AND JEFF KREISLER

Duke
Dan Ariely
Professor of Psychology and Behavioral Economics
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Greg Morishige
Digital Product Manager
WELLS FARGO
Thank you for attending today’s Asset Funders Network presentation.

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The survey will pop up on your screen momentarily and will also be sent to you via email.

**WE VALUE YOUR TIME, AND YOUR RESPONSES WILL INFORM OUR FUTURE PLANNING**
THE WEBINAR HAS CONCLUDED