A Conversation with Professor Dan Ariely, Thinker & Author

Hosted by Ambassador Dani Dayan, Consul General of Israel

Dan Ariely and AFOUI Chairman Eran Brosky will discuss social behavior in the pandemic, both rational and irrational, through the lens of behavioral economics.

**Tuesday, July 28 @ 4:00pm EST / 1:00pm PST**

Dan Ariely is a noted professor and author, and was recognized in 2013 by Bloomberg as one of the Top 50 Most Influential Thinkers. Ariely is the James B. Duke Professor of Psychology & Behavioral Economics at Duke University, and a three-time *New York Times* bestselling author (*Predictably Irrational, The Upside of Irrationality, and The Honest Truth about Dishonesty*). Ariely’s TED talks have been viewed over 15 million times. Ariely, who is Israeli-American, is also a noted film documentarian and has a bi-weekly advice column in the *Wall Street Journal* called “Ask Ariely.”

Ambassador Dani Dayan is Consul General of Israel in New York, representing the State of Israel to communities throughout New York, New Jersey, Pennsylvania, Ohio and Delaware. Prior to holding public office, he was an entrepreneur and businessman, founding high tech company Elad Systems in 1982 at the age of 26. A regular news commentator and guest lecturer, Dayan spent seven and a half years in the IDF, serving in the elite MAMRAM center and attaining the rank of Major. Born in Argentina, he is the first Hispanic Consul General of Israel in New York.

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