

REDUCING CARBON EMISSIONS WILL BE EASIER THAN MANY PEOPLE THINK

Professor Robert H. Frank

Johnson School of Management
Cornell University

Tuesday, April 7, 2015

5:00pm

**321 Morey Hall,
University of Rochester**

Reception to follow



Robert H. Frank is the HJ Louis Professor of Management and Professor of Economics at Cornell's Johnson School of Management. His "Economic View" column appears regularly in *The New York Times*. His papers have appeared in the *American Economic Review*, *Econometrica*, *Journal of Political Economy*, and other leading professional journals. His next book, *Success and Luck*, will be published in early 2016. Earlier books, which include *Choosing the Right Pond*, *Passions Within Reason*, *Microeconomics and Behavior*, *Principles of Economics* (with Ben Bernanke), *Luxury Fever*, *What Price the Moral High Ground?*, *Falling Behind*, *The Economic Naturalist*, and *The Darwin Economy*, have been translated into 22 languages.

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