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From: Kosslyn, Stephen
Sent: Mon 12/6/2010 2:39:56 AM
Subject: Behavior 3.0

Hi [REDACTED].

What do you think of the following?

Thanks,

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Behavior 3.0

Behavior 1.0 was simple (but often careful) observation

Behavior 2.0 was the scientific study of behavior

Behavior 3.0 uses what we've learned to solve problems in the real world, and investigates new questions that arise when grappling with practical problems.

The Center for Advanced Study in the Behavioral Sciences will soon be the world leader in Behavior 3.0.

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