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A Masterclass in Behavioural Economics

Rory Sutherland is the man who's making behavioural economics work in the real world. Vice Chairman, O&M Group UK and presenter of an extraordinarily influential TED Talk, he has taught millions how behavioural economics can be applied effectively in business and life.





how to: DEBATE





This year's Nobel Prize for Literature has set the literati a-twitching with critical chatter. Some have welcomed Dylan's win as a leap forward, and a deserved accolade. Others argue that his work shouldn't be considered literature at all.

Who should have been crowned Nobel Laureate? Join the how to: Academy for the ultimate showdown in contemporary literature: Bob Dylan vs. Philip Roth.

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