

From: How to Academy <[REDACTED]>

To: j <jeevacation@gmail.com>

Subject: Bestselling co- author of Nudge, Richard Thaler on his new book on Behavioural Economics, Understanding Narendra Modi, Aha Moments.

Date: Tue, 24 Feb 2015 15:05:41 +0000

How to: Spring Programme and Highlights

[View this email in your browser](#)



11.06.2015

Lunchtime Event, 12:45pm-13:45pm

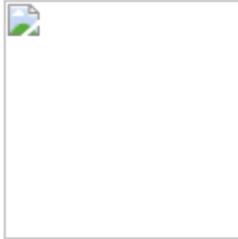
how to: Misbehaving- The Making of Behavioural Economics

with Richard H. Thaler, bestselling co-author of Nudge.

This talk for the How To Academy coincides with the publication of Richard Thaler's new book on behavioural economics.

Richard Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying an alarm clock, selling football tickets, or applying for a mortgage, we all succumb to biases and make decisions that deviate from the standards of rationality assumed by economists.

In other words, we misbehave....





HIGHLIGHTS



05.03.2015 *Last tickets remaining*
how to: Will Self in conversation with Will Self: Expect controversy
 with Will Self

[Read more and book now](#)



12.03.2015
how to: Understand The Art of Tango
 with Lady Greys Productions, Mark Phoenix, Natalie Hunt



27.02.2015
how to: Sell (The art of getting anyone to say yes to anything)
 with Gavin Presman
[Read more and book now](#)



09.03.2015:
how to: Understand your Mac
 with Brad Clark
[Read more and book now](#)



13.03.2015
how to: Write Better Copy: a Masterclass in writing effective press ads, email/direct mail, web copy, brochures and newsletters.
 with Steve Harrison



BUSINESS



02.03.2015

how to: Generate More Business through your Website

with Filip Matous

Most companies have a website and some form of analytics to track how their website is performing. Yet many don't know how to read their analytics beyond how many visitors came each month. That won't help business grow.

Join Filip Matous in an packed 3 hour course that will leave you with a sound foundation that you can implement right away to gain more leads and business....

[Read more and book now](#)



13.03.2015

how to: Deliver Killer Presentations

with Neil Chalmers

[Read more and book now](#)



20.03.2015

how to: Get great publicity for your business – for free. (A Masterclass in doing your own PR)

with Ann Wright

[Read more and book now](#)



POLITICS



13.04.2015

how to: Understand the Prime Minister of India – Narendra Modi. (And How to win an Election)

with Lance Price

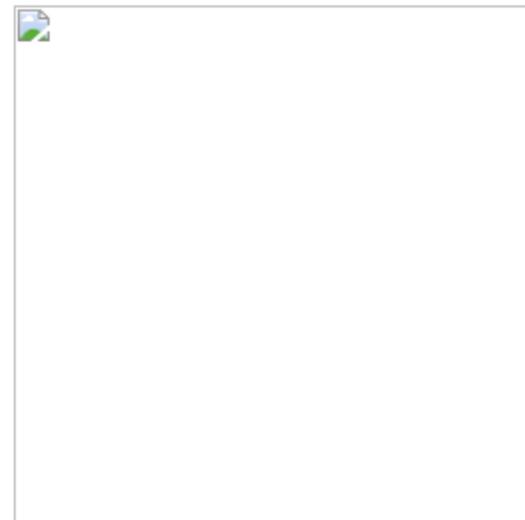
Who is Narendra Modi and how did a 'chai wallah' who sold tea on trains as a boy become Prime Minister of India?

In this talk by Lance Price, the former Director of Communications at No 10 under Tony Blair, coinciding with his new book, " Inside Narendra Modi's campaign to transform India", we will gain insight into an extraordinary man. A teetotal, celibate vegetarian. A man for whom there are no sports, no hobbies, no family ties. A 23/7 politician who sleeps 4 hours a night, and never takes a day off or a vacation....

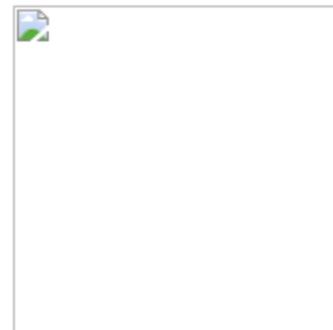
[Read more and book now](#)



MAJOR TALKS



25.03.2015
how to: Read the Qur'an



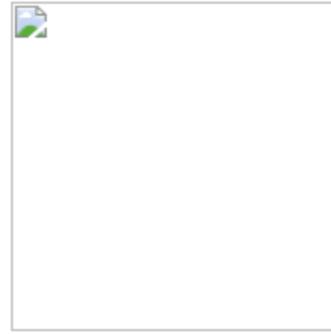
21.05.2015
**how to: Ardennes 1944. Hitler's
Last Gamble**
with Antony Beevor
[Read more and book now](#)

with Mona Siddiqui

Believed by Muslims to be the word of God, the Qur'an was revealed to the Prophet Muhammad fifteen centuries ago. It is addressed to everyone, regardless of class, gender or age. But what does this mean for the two billion people throughout the world who consult it every day?

A sacred text and a great work of literature, but also a manual of guidance – the Qur'an teaches how to live a family life, how to marry, whom to marry, what to eat and how to do business. It outlines the rights of the people: women and children and parents, husbands, wives and neighbours. It tells governors how to rule in war and in peace. It discusses heaven, hell and the last days of mankind, and covers almost all branches of science, addressing the great questions of life such as evolution, the purpose of creation, life after death – and much more....

[Read more and book now](#)



12.05.2015

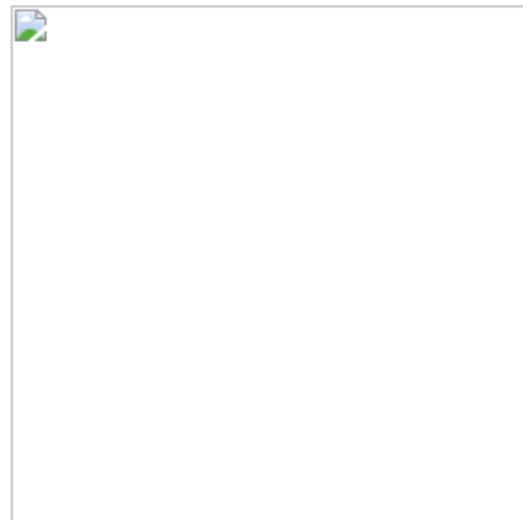
how to: Inspiration. Moments of Insight that Shape Our World.

with William B. Irvine

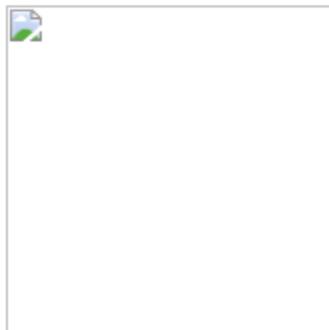
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LIFESTYLE



19.03.2015
how to: Be Mindful (Introductory



26.03.2015
**how to: Remember (A Memory
Training Masterclass.)**
with Ed Cooke
[Read more and book now](#)

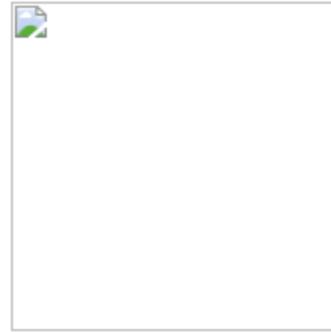
Workshop) with Louise Chester

A small shift in your thinking can have a major effect on your life.

Mindfulness is the smart new way to live. In the workplace it helps you build teamwork, enhance creativity and communication, and resolve conflict. In private life, it helps you to forget the fears of the past and future, and focus completely on the present and its potential. Being Mindful means making every moment count.

This workshop is for those who have little personal or practical knowledge of Mindfulness. Louise Chester will help you understand the science and its practical applications; she will explain several key practices and show you how to have equanimity under pressure, feel more focussed, experience greater creative thinking and enhance your enjoyment of every day....

[Read more and book now](#)



14.04.2015

how to: Change our Habits and Change our Lives

with Gretchen Rubin

Due to the great interest in this talk, we have moved to a larger room in the same venue.

Additional tickets are now available.

[Read more and book now](#)



TRAVEL



17.03.2015

how to: Travel and Explore

with Philip Marsden, Andrew Robinson, Isabella Tree, Jonathan Keates, Justin Marozzi, Katherine Rundell

Welcome to our inaugural evening, in partnership with Globalista, the first of an ongoing series at the Tabernacle. The Sense of Place will introduce travel writers, historians and explorers who will report for us on a rich medley of places and cultures.

Jonathan Keates on Lisbon A prolific celebrant of cities, composers and the joys of Italy, Jonathan Keates gives us his shrewdly affectionate take on the Atlantic city by the sea, whose reticent secrecy so few of us have penetrated.

Isabella Tree on Nepal and the Living Goddess In a small medieval palace on Kathmandu's Durbar Square lives Nepal's famous Living Goddess – a child chosen from the Buddhist caste of goldsmiths whose role is to

Justin Marozzi on Baghdad 'Defiance and nostalgia are set in every stone,' writes Justin Marozzi of one of the great historic metropolises of the Middle East, a city he has come to know slowly, by learning the language, forming friendships...

Philip Marsden on Ritual Landscape in Cornwall A different take altogether – on the unexplored place that is home, by the author of books about Ethiopia, Russia and Armenia. Philip Marsden will pay tribute to Cornwall, its tors,...

Andrew Robinson on India Andrew Robinson has been intimately engaged with the subcontinent for almost four decades. In his *India: A Short History* he offered a distillation of India's uniquely diverse history,...

Katherine Rundell on the Amazonian Rain Forest Acclaimed children's novelist, associate editor of the nature writing journal *Archipelago* and tightrope walker, Katherine Rundell will talk about the Amazonian

Rain Forest, the subject of her new book.

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