

The Theory of Internalities: A New Approach to Environmental Protection (and Many Other Things)

Inaugural lecture by Honorary Doctor Cass Sunstein



On 20 March 2015, Cass Sunstein will be appointed Honorary Doctor at Copenhagen Business School and the Department of Intercultural Communication and Management (ICM)

Cass Sunstein is currently the Robert Walmsley University Professor at Harvard and author of hundreds of articles and essays. He is co-author of the bestseller “Nudge: Improving Decisions about Health, Wealth, and Happiness” (2008) and recently published the books “Simpler: The Future of Government”(2013) and “Wiser: Getting beyond groupthink to make groups smarter (with Reid Hastie, 2014).

According to SSRN, he is the most cited and most read law professor worldwide and ranks no. 8 in the all-disciplines SSRN Top Authors Ranking.

Starting in 2012, CBS/ICM has put efforts into developing a strategic research relationship between Cass Sunstein – and herewith, one of the world's leading higher education institutions, Harvard Law School. The main focus of this collaboration is to investigate and develop behaviorally based “social” regulation (or “behaviorally informed regulation”) particularly in the field of environmental politics and sustainability.

Please join us for his inaugural lecture ‘The Theory of Internalities: A New Approach to Environmental Protection (and Many Other Things)’.

Sign up for the inaugural lecture on registration.icm@cbs.dk before 10 March 2015.

Organised by	DEPARTMENT OF INTERCULTURAL COMMUNICATION AND MANAGEMENT AND THE PRESIDENT'S OFFICE
Date	20 March 2015
Time	11:00 - 12:00
Location	SpS 202 Carlsberg Group Auditorium, Solbjerg Plads