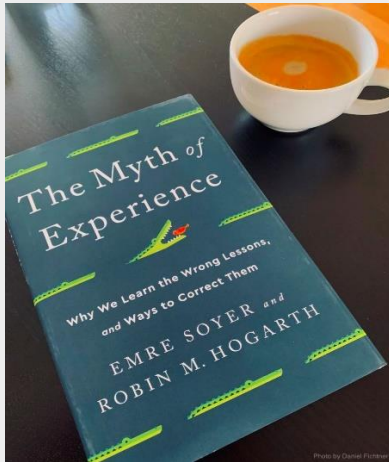


Book presentation on 26th May 2022

The Myth of Experience

by Emre Soyer and Robin M. Hogarth



The Myth of Experience: Learning the right lessons to improve decisions

In business and life, experience is deemed essential for an accurate understanding of the world. We feel confident with experience-based decisions. We want leaders with outstanding track records and managers who have worked in relevant fields. Yet experience can be filtered or distorted in a wide variety of ways, reinforcing misperceptions without us being aware. By recognizing this fundamental problem, we can design mechanisms that would help us and our organizations learn the right lessons from experience and improve decisions.

A short video is available on [YouTube](#).



Emre Soyer (presenter)

PhD Universitat Pompeu Fabra

Dr. Soyer is a behavioral scientist and founder of SOYER Decision Advisory, which offers organizations talks, workshops, and projects on strategic and creative decision making. He's the co-author of *The Myth of Experience* (with Robin Hogarth) and has collaborated both with international business schools and companies from a wide range of sectors. More information is available at <https://www.emresoyer.com>

Robin M. Hogarth

Emeritus professor at Universitat Pompeu Fabra, Hogarth holds an MBA from INSEAD and a PhD from the University of Chicago, where he became a faculty member at the Graduate School of Business (now the Booth School), served as Deputy Dean, Director of the Center for Decision Research and Wallace W. Booth Professor of Behavioral Science, as well as being responsible for setting up the University of Chicago's executive MBA programme in Europe.

His research focuses mainly on the psychology of judgment and decision making and he has served as President of both the Society for Judgment and Decision Making and the European Association for Decision Making. He has published many academic papers in leading journals in psychology and management as well as editing 4 books and authoring/co-authoring 5 books of which *The Myth of Experience* is the 5th. In 2007 Hogarth was awarded an honorary doctorate by the University of Lausanne.

Agenda	17:45 presentation by E. Soyer, followed by questions and answers by both authors 19:00 cocktail
Format	Registration is compulsory for on-site attendance. Live streaming will be available. Please check the event website https://www.upf.edu/web/econ/the-myth-of-experience
Location	Universitat Pompeu Fabra, Ciutadella Campus, auditorium 30.S01 (Google Maps)
Organizers	José Apesteguía · Gaël Le Mens · Rosemarie Nagel
Contact	Mariona Novoa · mariona.novoa@upf.edu · 93 542 13 66