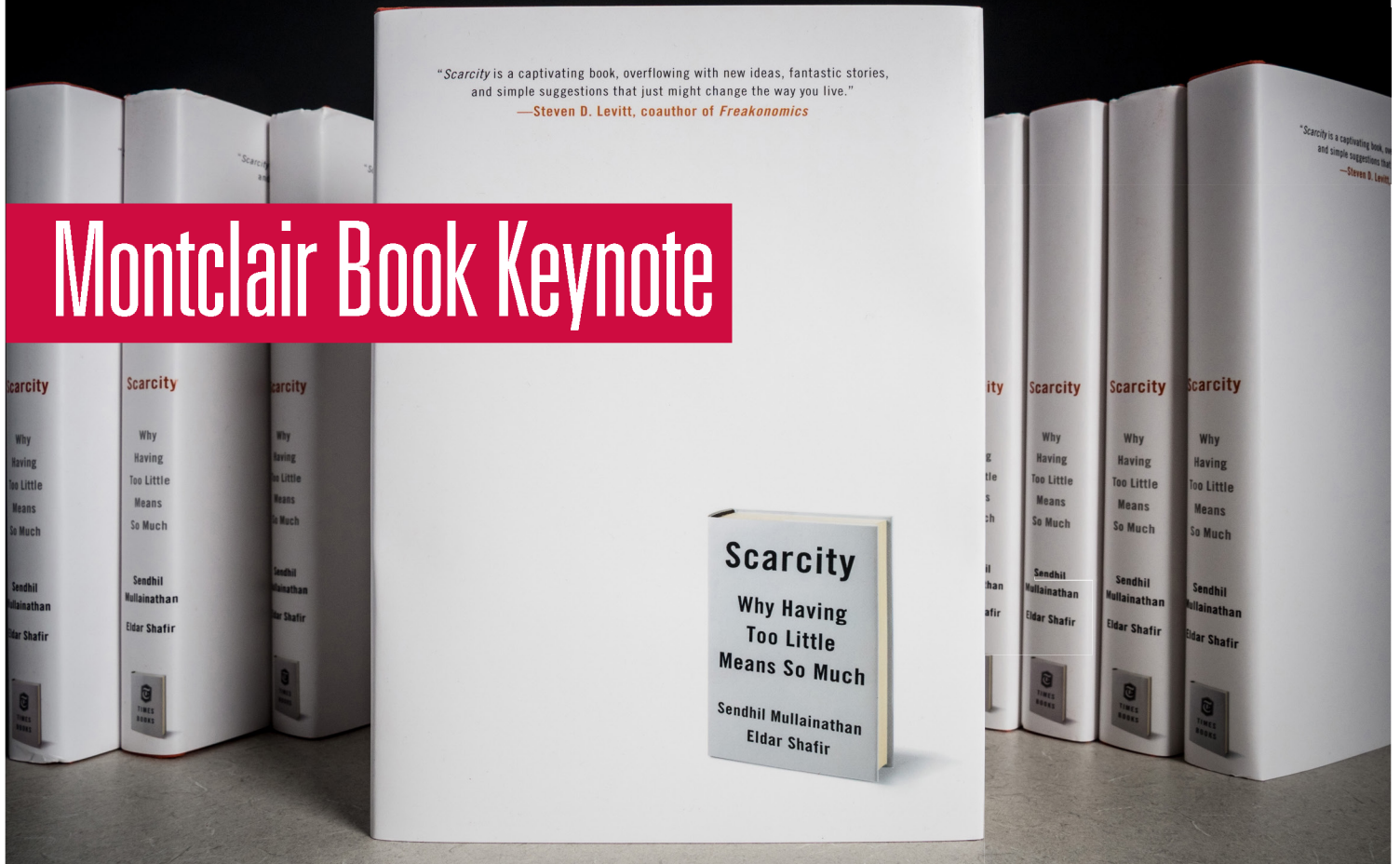


September 10, 2014

Montclair State University
Conference Center | University Hall, 7th floor | 7 p.m.

Montclair Book Keynote



Eldar Shafir will tell the story behind *Scarcity*
A book signing will follow

Sponsored by the Center for Writing Excellence, the College of Humanities and Social Sciences,
the First-Year Writing Program, and Student Development and Campus Life

This event is free and open to the public

For more information, visit montclair.edu/cwe/MontclairBook

Why do successful people get things done at the last minute? Why does poverty persist? Why do organizations get stuck firefighting? Why do the lonely find it hard to make friends? These questions seem unconnected, yet Sendhil Mullainathan and Eldar Shafir show that they are all examples of a mind-set produced by scarcity.

It's all here. Montclair State University
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