

On October 2010 we held the Tenth Minerva Workshop. The meeting took place at Room 527, Bloomfield building, Faculty of Industrial Engineering, Technion

Below is the program of the Workshop:

The Minerva Workshop Series

October 22, 9:30-14:00

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| 9:30-10:20 | Taste characteristics and the deployment of selection procedures | Martin Hohnisch, Sabine Pittnauer, Reinhard Selten and L. Kramer (Univ. of Bonn) |
| 10:30-11:20 | Whether you win or whether you lose: The differential risk of priming the deliberative and affective systems in on-line auctions | Yael Steinhart (Univ. of Haifa) |
| 11:30-12:20 | Brands as investments | Eitan Gerstner (Technion) |
| 13:00 | Lunch at the Carmel beach | |