

**THE WAY TO SOCIAL CHANGE**

**STARTS HERE!**



# MA in **BEHAVIORAL ECONOMICS** AT REICHMAN UNIVERSITY



**Emilija Antanavičiūtė**  
Community Manager, Toggl  
Lithuania

Understanding behavioral science is key to understanding consumer behavior and thought processes. As a marketer, my job is to initiate conversation, and my MA in Behavioral Economics gave me great insights into what it is that makes audiences "click".



**May Tamara de Haas**  
Product Manager, OurCrowd  
The Netherlands

I am using a variety of behavioral skills in the design process of exclusive e-commerce products in Equity Investments. Our products support investors when building a unique and personalized pre-IPO investment portfolio in high-tech and startup companies.



**Thais Gargantini**  
Brazilian Director, Kayma Labs  
Brazil

The Behavioral Economics program has taught me everything I need to know to succeed in my work. I have improved my data skills and my understanding of economics and psychology. I have also learned how to use this new knowledge in real world settings to solve complex problems.



**Nick Mishkin**  
Freelance Content Consultant & Writer  
US

Word choice matters. Behavioral Economics showed me how to infuse powerful metaphors, narratives, and grammar into my writing.

**LIVE IN ISRAEL,  
STUDY IN ENGLISH**

**For more information  
please contact >>**

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