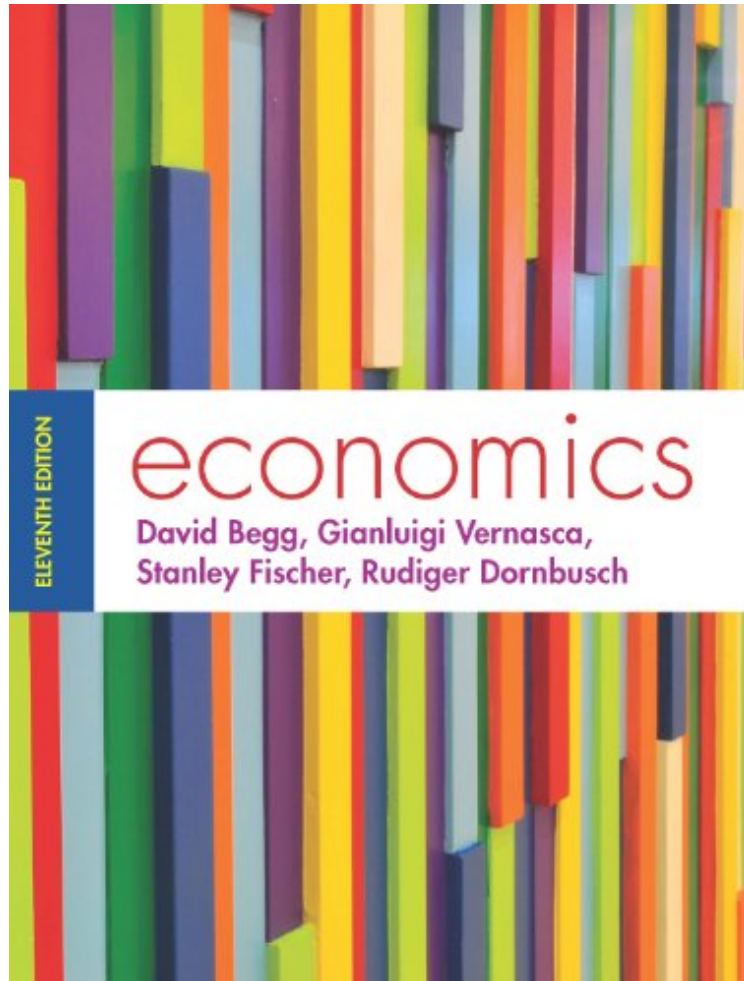


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About the Author David Begg is Professor of Economics at Imperial College Business School, UK. From 2003 until 2012, he was Principal of the Business School. Gianluigi Vernasca is Senior Lecturer of Economics at the University of Essex, UK. Since October 2009 he has also been Director of Undergraduate Studies in the Department of Economics.