

**Date of the event:**

On Wednesday 30th June 2010  
From 01:00 PM to 2:00 PM

**Location:**

Luxembourg School of Finance  
University of Luxembourg  
4 Rue Albert Borschette  
2<sup>nd</sup> Floor  
Modigliani Miller Auditorium (E02-003)  
L-1246 Luxembourg

**Registrations:**

- Free seminar (with lunch included)
- Registrations by email before June 28th, 2010
- At the following address : [lsf-events@uni.lu](mailto:lsf-events@uni.lu)

**Information:**

Ms Caroline Herfroy  
Tel : +352 46 66 44 6335

<http://www.lsf.lu/eng/Research/Seminars-and-Conferences/Seminars-Workshops>



The LSF is pleased to invite you to the following  
lunch seminar:

## Intersections of Incomplete Information, Bounded Rationality and External Advice

**By Prof. Werner Güth**

*Max Planck Institute of Economics, Jena – Germany*

Wednesday 30<sup>th</sup> June 2010  
from 01:00 PM to 2:00 PM

***Intersections of Incomplete Information, Bounded  
Rationality and External Advice***

The Luxembourg School of Finance

***By Werner Güth***

Is pleased to invite you to the

**LSF Seminar**

Being poorly informed may be a blessing rather than a curse. After categorizing different types of information problems we first discuss how they are dealt with in the still dominant rational choice tradition.

After arguing that this approach is unsuitable for teaching, learning, and consulting we describe an alternative bounded rationality approach which respects the limitations of human cognition and views perfect rationality as an unlikely border case. We conclude by an example and an experiment of financial investing with the possibility of financial consulting.

