

Short CV

Bruno S. Frey,

University of Zurich, University of Warwick and CREMA-Centre for Research in Economics, Management and the Arts, Switzerland

Bruno S. Frey was born in Basle, Switzerland in 1941. He was Professor of Economics at the University of Constance from 1970-77, and since 1977 has been Professor of Economics at the University of Zurich. He has been Distinguished Professor of Behavioural Science at the Warwick Business School at the University of Warwick, UK since 2010. He received an honorary doctorate in economics from the Universities of St. Gallen (Switzerland, 1998), Goeteborg (Sweden, 1998), the Free University of Brussels (Belgium, 2009), the University of Aix-en-Provence/Marseille (France, 2010), and the University of Innsbruck (Austria, 2011). He is the author of numerous articles in professional journals and books, including *Not Just for the Money* (1997), *Economics as a Science of Human Behaviour* (1999), *Arts & Economics* (2000), *Inspiring Economics* (2001), *Successful Management by Motivation* (with Margit Osterloh, 2001), *Happiness and Economics* (with Alois Stutzer, 2002), *Dealing with Terrorism – Stick or Carrot?* (2004), *Economics and Psychology. A Promising New Cross-Disciplinary Field* (co-edited with Alois Stutzer, 2007), *Happiness: A Revolution in Economics* (2008) and *Glück: Die Sicht der Ökonomie* (with Claudia Frey Marti, 2010).

200 words