



We invite you to the lecture with

Prof. Amir Heiman

(Chairman, The Department of Agricultural
Economics and Management, Hebrew Univer-
sity, Israel)

on Monday, September 8, 2014

**"The Effect on Information on Pre-
Purchase Risk Reduction Tools on Per-
ceptions and choices in Competitive Mar-
kets"**

12:00 – 14:00

in room 125, Spandauer Str. 1.