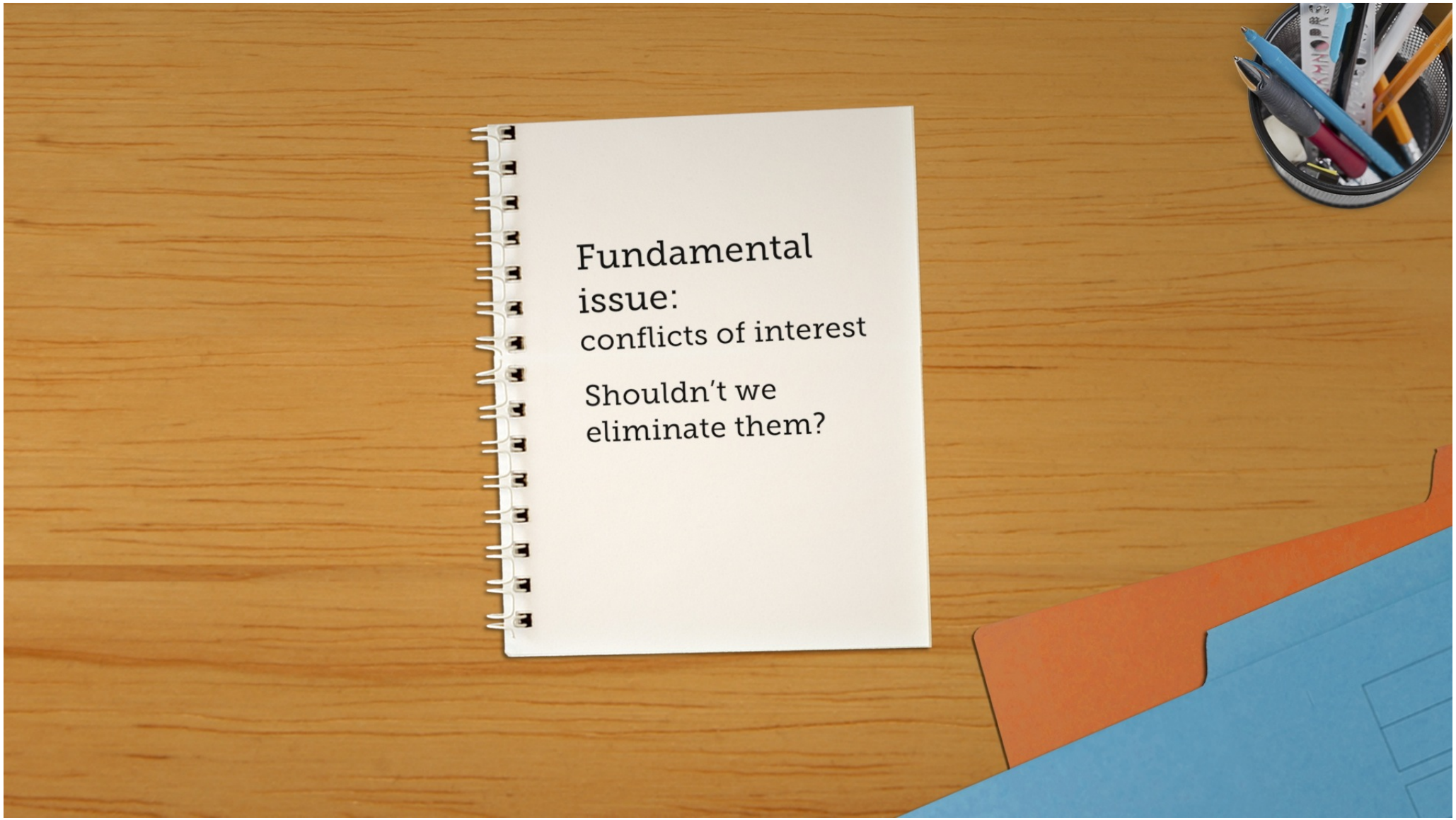
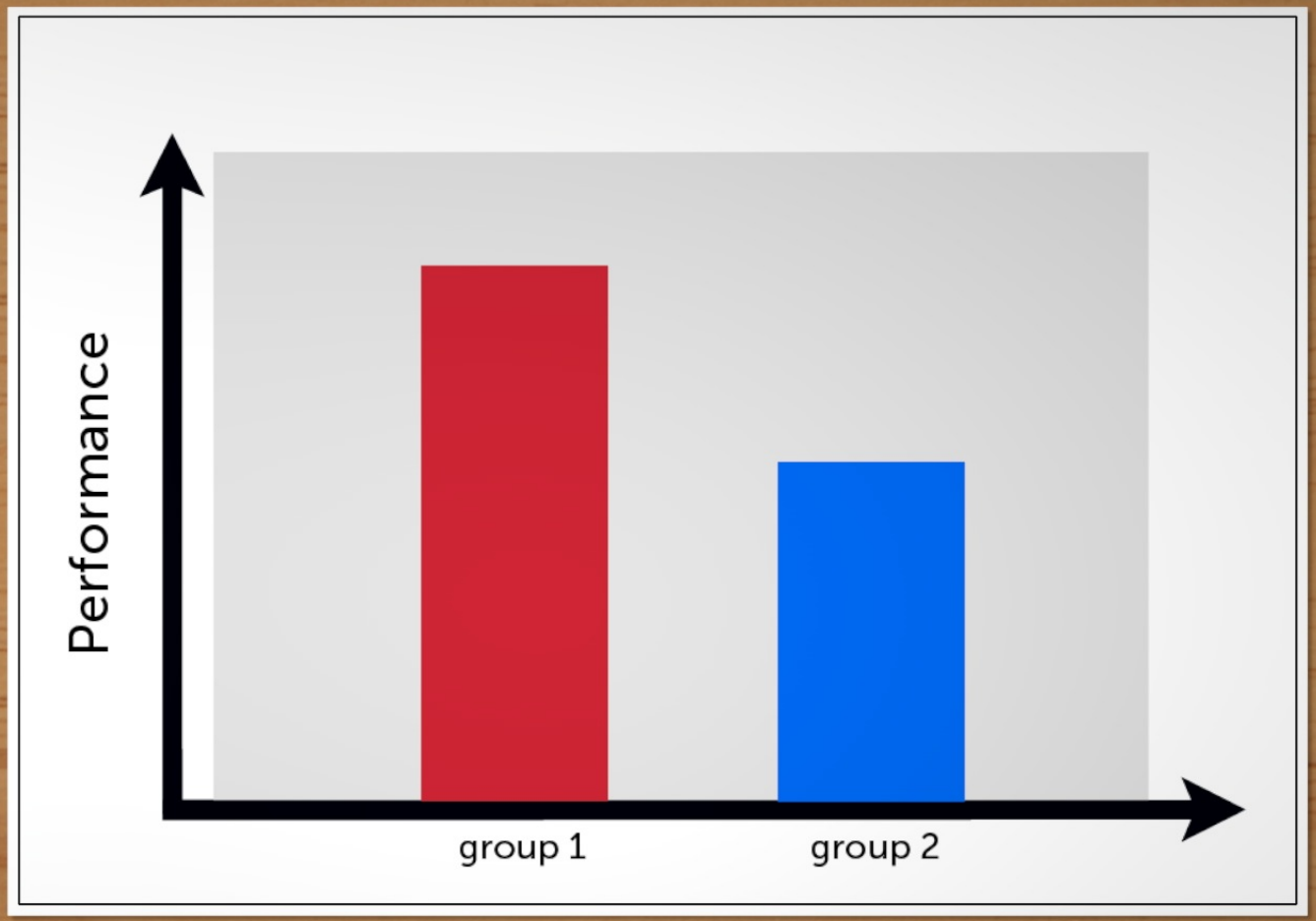
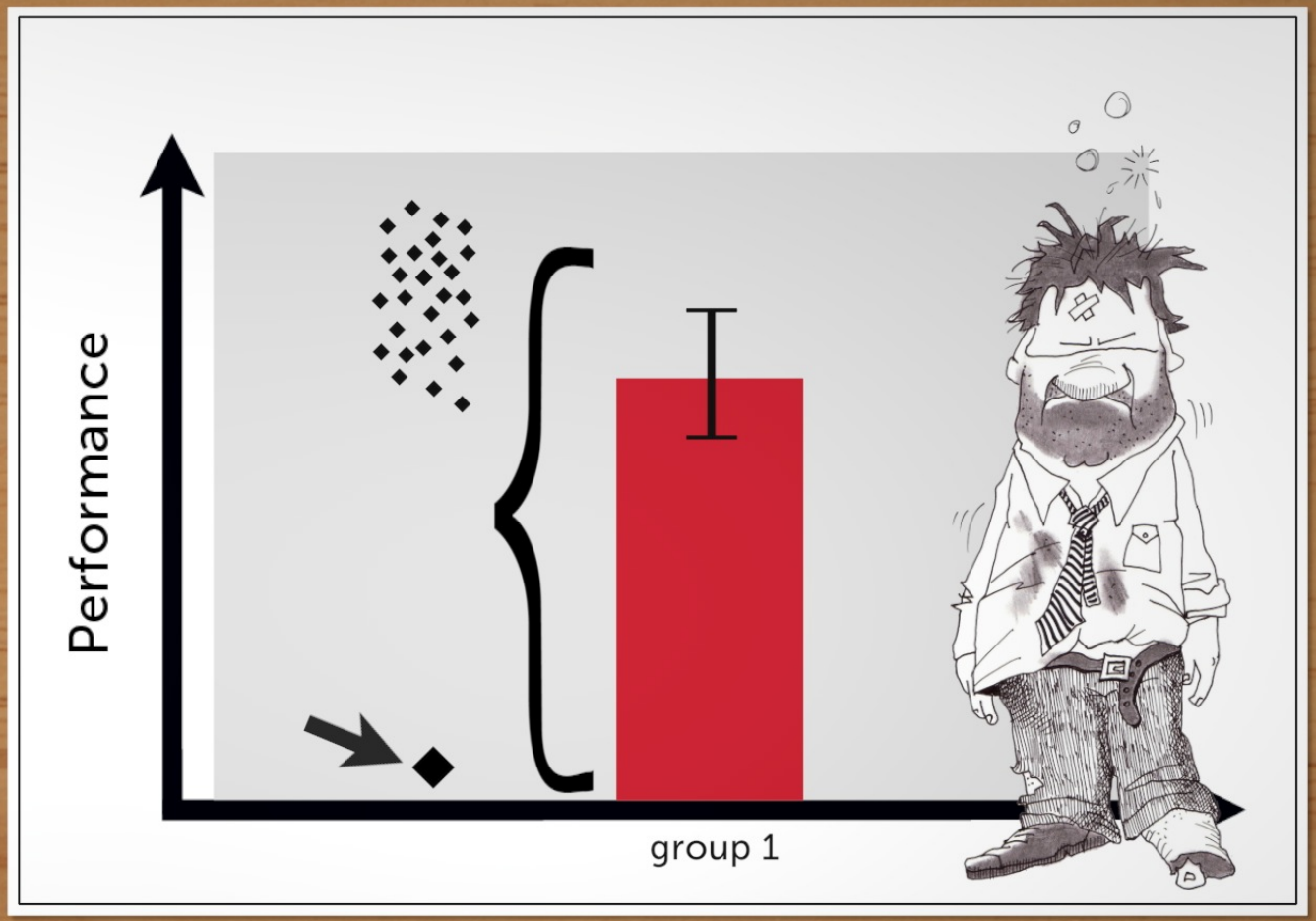
Part 3:
Conflicts of Interest

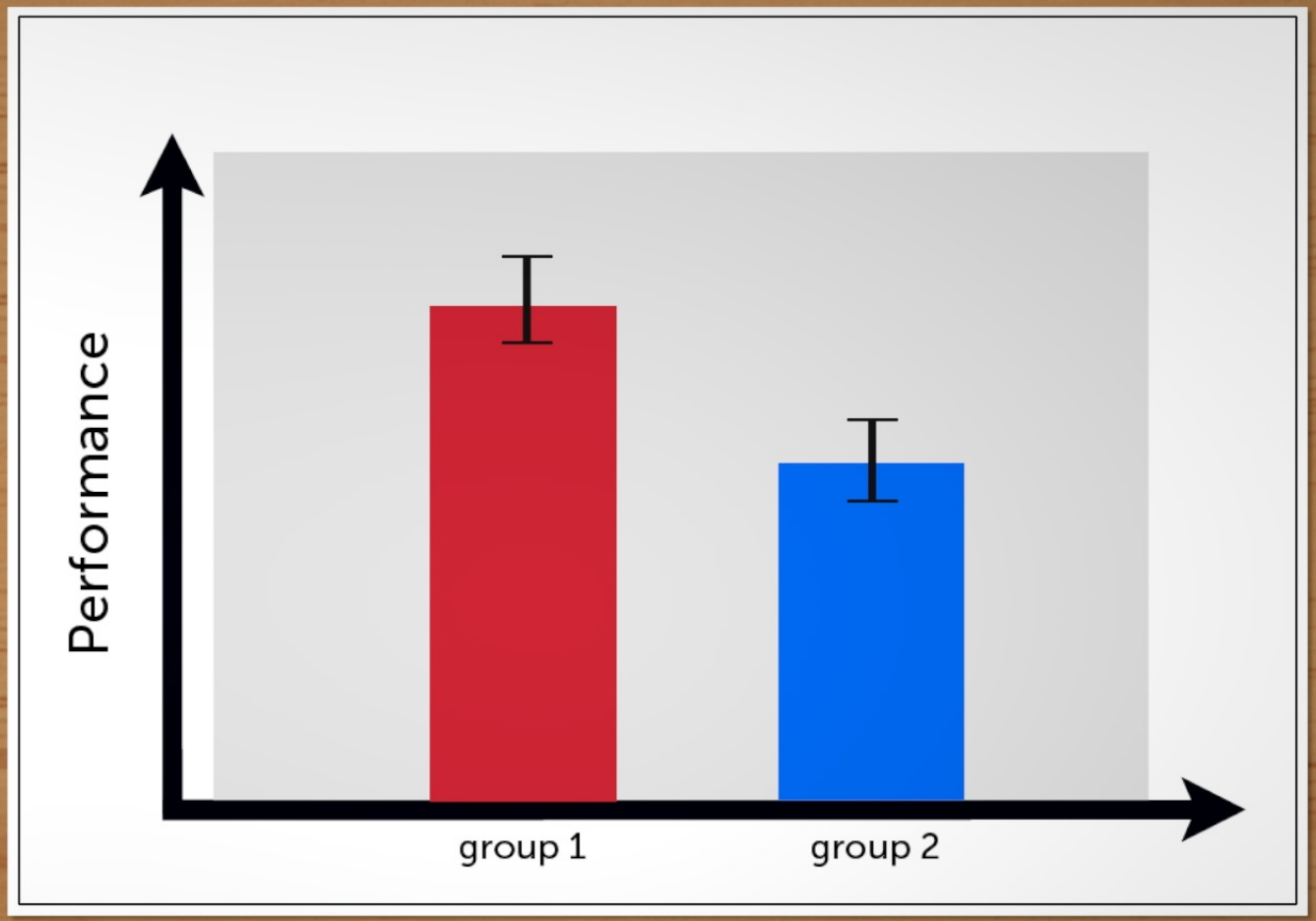

Fundamental issue:
conflicts of interest
Shouldn't we eliminate them?

The advisor
exaggerated more,
and the advisee did
not discount enough.

Our own interests
can blind us from
seeing the interests
of others.


Performance
group 1
group 2

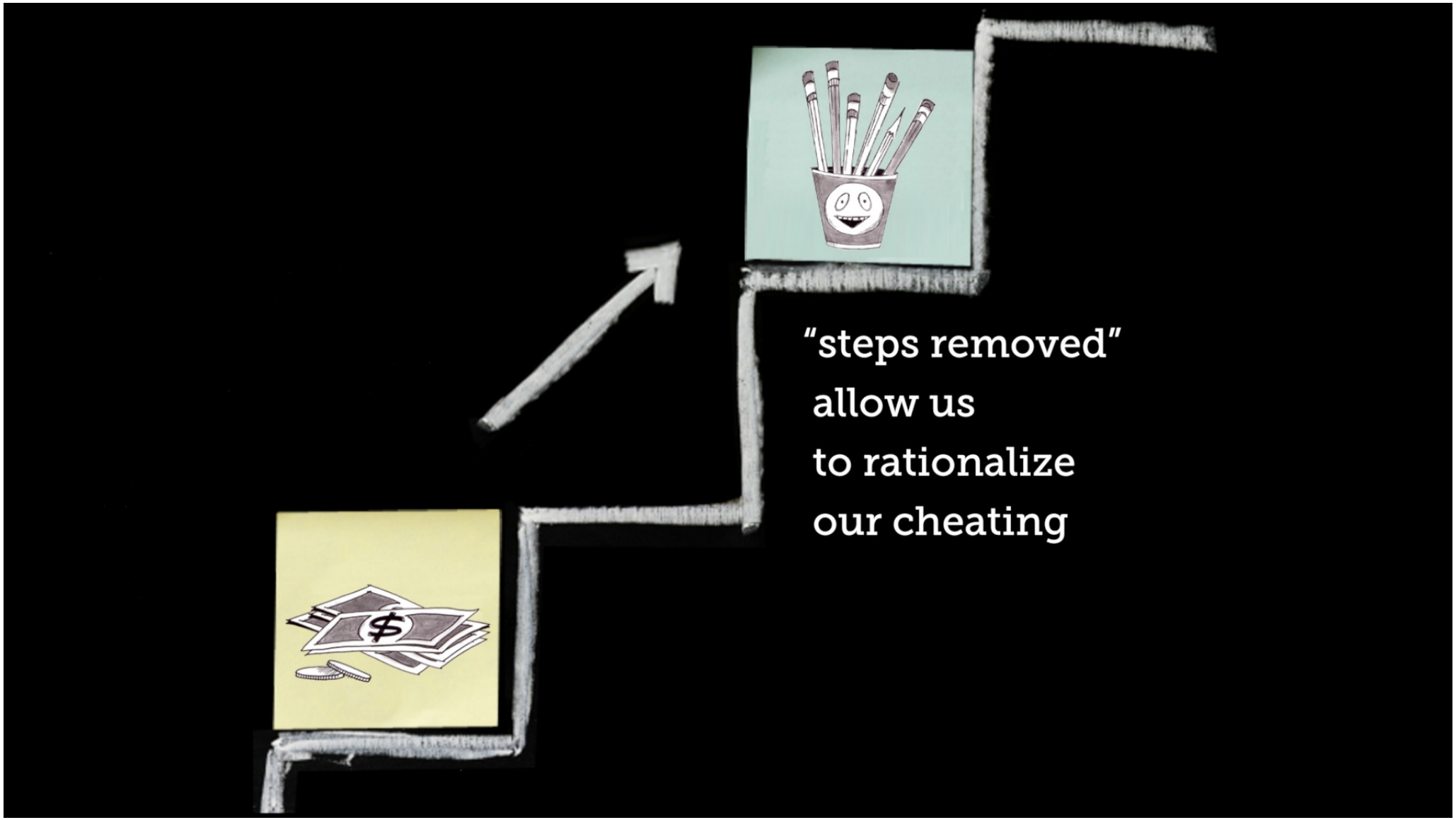

Performance
group 1


Performance
group 1
group 2

We should try to prevent ourselves from rationalizing dishonest behvaior.

conflicts of interest operate within the "fudge factor"

People like artwork from their sponsored galleries more than from another gallery.


"steps removed"
allow us
to rationalize
our cheating

$5
million
money
steps
removed
others
agree
creativity