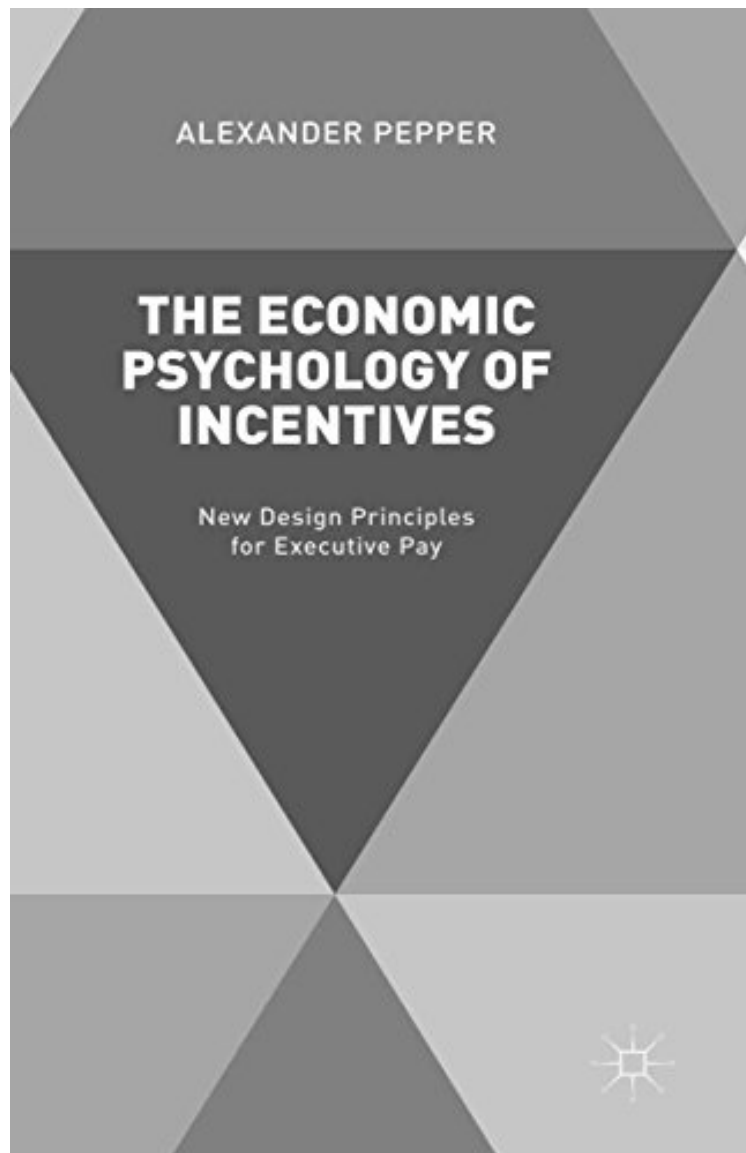


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A. Pepper

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This book proposes a revised theory of agency, drawing on ideas from behavioural economics and built on more robust assumptions about human behaviour than the standard principal-agent model. The book proposes new design principles for executive pay, but also explains the difficulties in changing current executive pay practices.

About the Author Alexander Pepper is Professor of Management Practice in the Department of Management at the London School of Economics and Political Science, UK. He was previously a partner at Pricewaterhousecoopers, where he held various senior management roles, including Global Leader of the Human Resource Services consulting practice from 2002-2006.