

Bad Advice: Explaining the Persistence of Whole Life Insurance in India

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Fieldwork: Centre for Micro Finance (CMF)

Location: Chennai, India

Timeline:

2010 to 2011

Partners:

Harvard Business School

Harvard University Lab for Economic Applications
and Policy (LEAP)

University of Pennsylvania Lauder Center for
International Business Education & Research
(CIBER)

University of Pennsylvania Wharton Global
Initiatives

University of Pennsylvania Wharton Risk
Management and Decision Processes Center

University of Pennsylvania Wharton School

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