Please join Thompson & Knight for an author’s lecture and an opportunity to ask questions on

“The Wisdom of Crowds
James Surowiecki

Why the Many Are Smarter than the Few and How Collective Wisdom Shapes Business, Economies, Societies, and Nations

“Drawing from biology, behavioral economics, and computer science, Surowiecki offers answers to such timeless—and often rhetorical—questions as ‘Why does the line you’re standing in always seem to move the slowest?’ and ‘Why is there so much garbage on TV?’ The result is a highly original set of conclusions about how our world works.”

– Seed Magazine
Dear Special Friend of Thompson & Knight:

You are invited to attend a discussion of *The Wisdom of Crowds* with author James Surowiecki. Mr. Surowiecki will canvass his book and answer questions from the audience.

James Surowiecki is a staff writer at *The New Yorker*, where he writes a twice-monthly financial column that is typically pegged to current events and incorporates the kind of insights from economics, sociology, and business history that make *The Wisdom of Crowds* so valuable. He is the foremost authority on how to harness the collective wisdom of your organization for competitive advantage.

In *The Wisdom of Crowds*, Jim describes systematic ways to organize and aggregate the intelligence available in your organization in order to arrive at superior decisions. The book is full of insights into how groups operate that are invaluable to business leaders, offering practical methods for leveraging people and technology to make decisions that serve the organization’s goals. Under the right conditions, groups can be remarkably intelligent and effective problem solvers—potentially smarter than the smartest person in the group or any so-called expert.

### EVENT SCHEDULE

**HOUSTON:**

Wednesday, October 11, 2006

11:30 a.m. – 12:00 p.m. – Registration

12:00 p.m. – 1:00 p.m. – Program

1:00 p.m. – 1:30 p.m. – Q&A

Hotel Derek

2525 West Loop South

Houston, Texas 77027

**DALLAS:**

Thursday, October 12, 2006

11:30 a.m. – 12:00 p.m. – Registration

12:00 p.m. – 1:00 p.m. – Program

1:00 p.m. – 1:30 p.m. – Q&A

The Belo Mansion

2101 Ross Avenue

Dallas, Texas 75201

A conference call-in number will also be set up for participation by phone. When you RSVP, please provide your e-mail address and specify the date you prefer to participate by phone. We will e-mail you the phone number prior to the day of each program.

A complimentary autographed book will be provided to all participants.

To RSVP please call 214.969.1670 or e-mail rsvp@tklaw.com. Lunch and parking complimentary.

Seminar sponsored by:

[Thompson & Knight](http://www.tklaw.com)

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