

BAUER MEANS BUSINESS

**IN EVERY SENSE OF THE WORD,
BAUER COLLEGE MEANS BUSINESS.**

Our faculty are scholars and executives who produce real research that drives business impact.

In recent research, Professor Vanessa Patrick-Ralhan, Ph.D., shows that by experiencing simple pleasures in daily life, one can stay on track to achieving personal and professional goals. This insight, published in the *Journal of the Association for Consumer Research*, will help to drive business productivity — organizations can take note of their employees' personal happiness in order to drive corporate success, Patrick says.

The bottom line is our business.
Bauer means business.

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The University of Houston is an EEO/AA institution.