

## Liberty

## Ideas That Move the World Forward



## FEATURED

## After Nature - Jedediah Purdy

Jedediah Purdy Robinson O. Everett Professor of Law

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## LIBRARY

Short, inspiring talks by some of Duke's most innovative thinkers whose ideas are forging real change both locally and globally. View here or on YouTube.



**Composing Symphonies of Knowledge**  
- Ingrid Bianca Byerly A.M.'94, Ph.D.'96

Ingrid Bianca Byerly A.M.'94, Ph.D.'96  
Director of Duke Focus Humanitarian Challenges: Global Innovations and Initiatives

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**What's in a Brand? - Gavan Fitzsimons, Duke Forward in Washington, D.C.**

Gavan Fitzsimons, R. David Thomas Professor of Marketing and Psychology, sheds light on how marketing influences behavior, particularly in unintended ways.

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**Power Struggle - Peter Feaver**

Peter Feaver, professor of political science and public policy, analyzes a pattern of distrust between U.S. civilian and military leaders over the last 30 years.

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**Decoding Cancer - Brittany Wenger '17**

Brittany Wenger, founder of Cloud4Cancer breast cancer detection app, explains how to leverage the power of the cloud to accurately diagnose breast cancer.

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**Fulfilling America's Promise - Jay Ruckelshaus '16**

Jay Ruckelshaus '16, founder and CEO of Ramp Less Traveled, translates his personal experience as a passionate advocate for the disability community to explore the politics of equality, access, and inclusion in America today.

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**Road Less Traveled - John Sampson Ph.D.'96, M.H.S.'07, M.B.A.'11, Duke Forward in London**

John Sampson Ph.D.'96, M.H.S.'07, M.B.A.'11  
Robert H. Wilkins and Gloria Wilkins  
Professor of Neurosurgery

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**New Hope for Autism - Geraldine Dawson**

Geraldine Dawson, director of the Duke Center for Autism and Brain Development, explains how brain plasticity and new treatments are changing outcomes for children with autism.

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**Harnessing Technology to Improve Education - Aaron Chatterji**

Aaron Chatterji, associate professor of business and public policy, reveals the good and bad behind technology apps in the classroom and shares how he's helping educators find what really works.

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**Improving Health, Digitally - Gary Bennett A.M.'99, Ph.D.'02**

Gary Bennett, Bishop-MacDermott Family Professor of Psychology and Neuroscience, shares how to harness technology to prevent obesity and reach high-risk populations.

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Support Duke and all the Ideas That Move the World Forward

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PARTNERING FOR THE FUTURE

Thank you for joining us when Duke Forward returned to Chicago on May 19 for *Ideas That Move the World Forward*. The response to our speakers has been overwhelmingly positive. Now, you can revisit their inspiration and wisdom.

#### WATCH NOW



**Aaron Chatterji**, associate professor of business and public policy, reveals the good and bad behind technology apps in the classroom and shares how he's helping educators find what really works.



**Brittany Wenger '16**, founder of Cloud4Cancer breast cancer detection app, explains how to leverage the power of the cloud to accurately diagnose breast cancer.



**Peter Feaver**, professor of political science and public policy, analyzes a pattern of distrust between U.S. civilian and military leaders over the last 30 years.

Enjoy these highlights and more on our [Ideas That Move the World Forward video library](#). There also are clips from other Duke Forward: On the Road cities, including President Richard H. Brodhead interviewing award-winning head football coach David Cutcliffe and Nobel Prize-winning chemistry professor Robert Lefkowitz. Come back often, as we will update the library with new material from events nationwide.

You can stay connected by [getting involved with Duke](#) on campus, online, and in your local [Duke community](#).

Thank you for supporting Duke — and keeping our university community strong.

Sincerely,

*Bob*

Robert S. Shepard  
Vice President, Alumni Affairs and Development



Follow us for regular updates on the campaign!

Duke Forward, Box 90600, Durham, NC 27708

This email was sent to: ACURRY@COXECURRY.COM.  
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Email us at [dukeforward@duke.edu](mailto:dukeforward@duke.edu) to opt out of future regional event emails.



“IF IT WAS EASY, IT  
WOULDN'T BE **WORTH IT.**”

– **JORDAN TUCKER '17** ON BALANCING  
ACADEMICS WITH ATHLETICS

#WISDOMWEDNESDAY

A photograph of Dr. Robert J. Lefkowitz, a man with glasses and a dark suit, sitting in a black leather chair and laughing heartily. He is wearing a white shirt and a dark tie with small white dots. The background is a blurred indoor setting with a window and a brick wall. A semi-transparent dark blue banner is overlaid on the bottom half of the image, containing white and yellow text.

“IF YOU’RE REALLY TAKING  
ON **CHALLENGING** PROBLEMS,  
MOST OF WHAT YOU DO  
DAY-TO-DAY **FAILS.**”

– DR. ROBERT J. LEFKOWITZ ON GETTING THE NOBEL PRIZE CALL

#WISDOMWEDNESDAY

"WE HAVE TO **STOP AND LISTEN**  
AND USE SKILLS THAT ARE MUCH  
MORE LIKE LISTENING TO **STORIES**  
THAN LIKE WHAT I LEARNED IN  
MEDICAL SCHOOL."

– **RAY BARFIELD** ON THE IMPORTANCE OF KNOWING  
A PATIENT'S WHOLE STORY



Duke Children's Hospital & Health Center  
March 17 · 🌐 ·

We're excited that Duke Forward's "Ideas that Move the World Forward" video series is featuring Ray Barfield, associate professor of pediatrics and Christian philosophy, on the importance of knowing patient stories in order to help them make the best medical decisions and live their lives to the fullest. [bit.ly/dukeideas](https://bit.ly/dukeideas)

Like · Comment · Share

👍 Mariella Bunce, Stephen Espinola, Betsy Lockwood and 89 others like this.

🔄 22 shares



**Debbie Hodes Paryz** Dr Barfield was the one that sat Jon and I down and told us Josh had cancer. He stayed with us for hours late that Friday night helping us understand what was happening. Thank you Dr Barfield for all you do.  
Like · Reply · 👍 2 · March 17 at 11:32pm



**Mariella Bunce** this is an amazing doctor, i have had the honor of being his spanish interpreter even though he speaks spanish rather well!  
Like · Reply · 👍 2 · March 17 at 10:10pm



Write a comment... 📷



dukeuniversity

FOLLOWING

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**dukeuniversity** Norman Wirzba, Duke professor and research professor of theology and ecology, shares why food matters to the body, soul and planet. Watch more of these videos at <http://bitly.com/Duke-Ideas>

**willdrougas** @senorrazavi

**key\_nalu** @beyondelise

**mark\_willms** @lukewirzba

**annabelmonaghan** So interesting @jdmonaghan8 Do you follow?

**marina\_delariva\_oficial** @fabioseixas

**eacrutcher** @katiewoodhull Thought you would enjoy this!!

**nickprys** @t\_varn

**lukewirzba** @mark\_willms freakin baller dude

**aaron\_eh** @sasapr14 riveting



Add a comment...

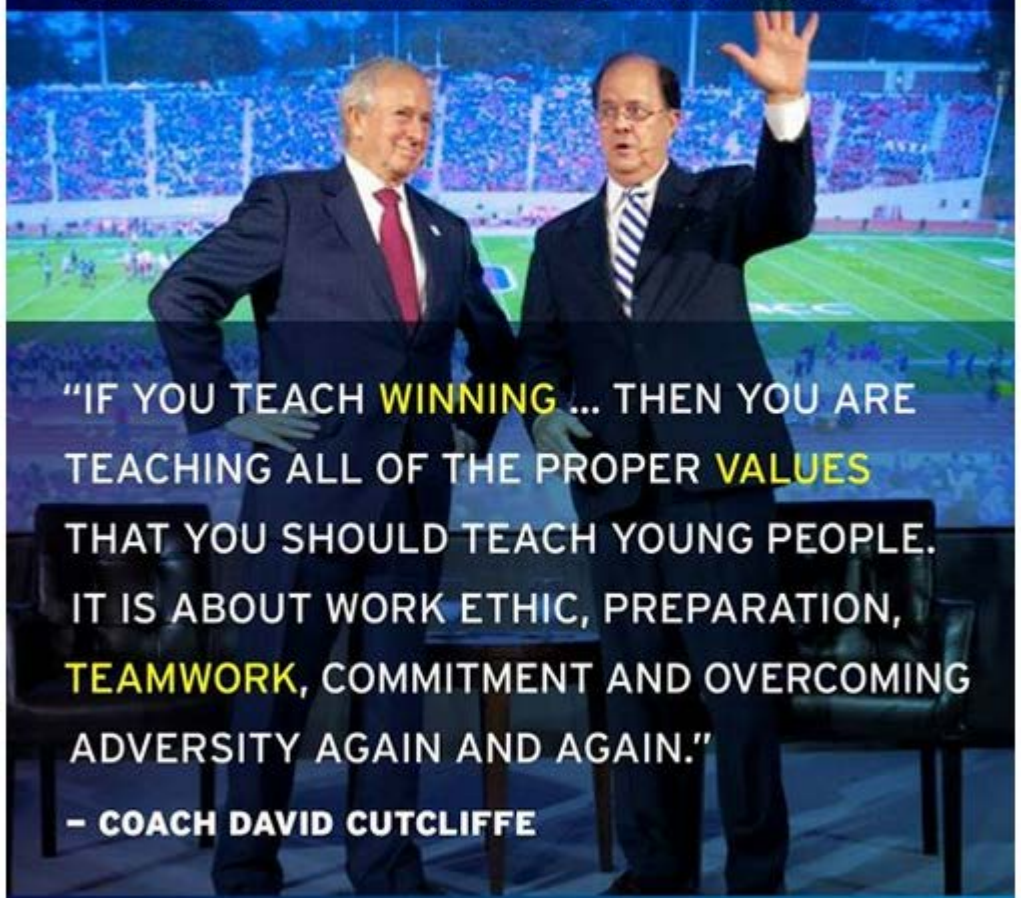




Hear what Coach Cut has to say about building character through football. Great words to contemplate ahead of tomorrow's game against Carolina. #GoDuke! <http://bit.ly/dukeideas>

Check out other videos in the series, which features short, inspiring talks given by top Duke faculty and students at Duke Forward events around the country.

IDEAS THAT MOVE THE WORLD *FORWARD* VIDEO SERIES



"IF YOU TEACH **WINNING** ... THEN YOU ARE TEACHING ALL OF THE PROPER **VALUES** THAT YOU SHOULD TEACH YOUNG PEOPLE. IT IS ABOUT WORK ETHIC, PREPARATION, **TEAMWORK**, COMMITMENT AND OVERCOMING ADVERSITY AGAIN AND AGAIN."  
- **COACH DAVID CUTCLIFFE**

#WISDOMWEDNESDAY

16,040 people reached

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👍 Marie Edwards Bull, Alice Petersen, Arturo Joao Garcia and 60 others like this.

Top Comments ▾

IDEAS THAT MOVE THE WORLD FORWARD

# New Hope for Autism

Geraldine Dawson

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<http://bit.ly/duke-watch>



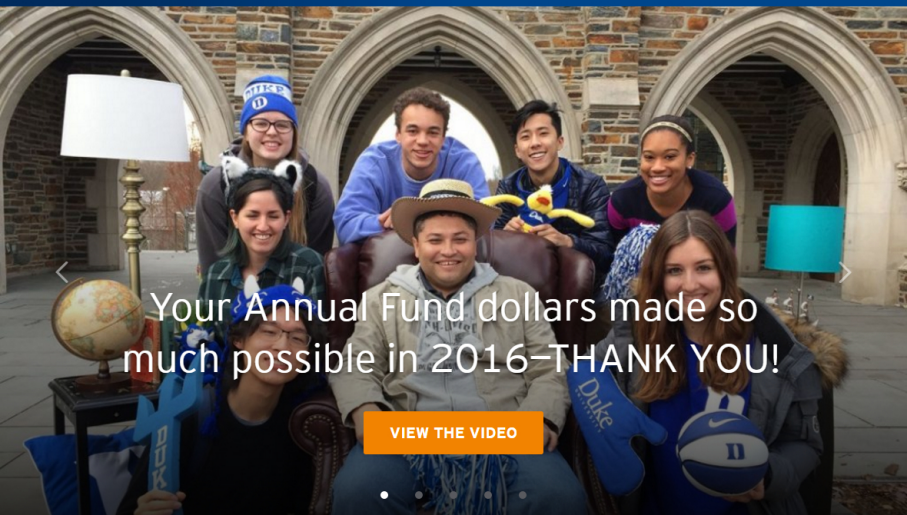
IDEAS THAT MOVE THE WORLD FORWARD

# Harnessing Technology to Improve Education

Aaron Chatterji



<http://bit.ly/duke-watch>



Your Annual Fund dollars made so much possible in 2016—THANK YOU!

[VIEW THE VIDEO](#)

### \$2.5 Million Gift To Endow New Professorship At Duke University's School Of Law

The Duke Endowment will provide an additional \$1 million in matching gift support through the Duke Law Faculty Endowment Challenge, bringing the total endowment to \$3.5 million.

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The university of the future will be defined as much by collaboration as it is by individual accomplishment

#### Thank you for contributing to the success of Duke Forward: On The Road!

Your gifts to the campaign help ensure that the education, research, and programs you learned about during Duke Forward: On The Road continue.

[SEE MORE ABOUT THE EVENTS](#)

#### Focus On

Duke Forward is creating lasting impact. The campaign focuses on priorities that both enable new ideas across campus and solve real world problems.

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#### Ideas That Move the World Forward

Short, inspiring talks by some of Duke's most innovative thinkers, whose ideas are forging real change both locally and globally.

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#### After Nature - Jedediah Purdy

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[SEE ALL IDEAS THAT MOVE THE WORLD FORWARD](#)

#### MY GIVING STORIES



MY GIVING STORY

#### My Giving Story: Crystal Sanders

Crystal Sanders '05 shares how Duke changed her life and why she's been committed to giving to the Annual Fund every year since her senior year.

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MY GIVING STORY

#### My Giving Story: Josh Jackson

Listen to what Joshua Jackson '06 has to say to someone on the fence about giving to Duke.

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OUR GIVING STORY

#### Our Giving Story: Karl and Mary Ellen von der Heyden

Duke Trustee Emeritus Karl von der Heyden '62 and his wife, Mary Ellen P'87, have a deep affinity for the arts. They made a gift in support of the new arts center to enable the arts to flourish at Duke.

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#### Campaign Contributions



**\$3.5 Billion**

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With your support, Duke will continue to tackle society's toughest challenges and improve lives worldwide.