**On the Value of Mistakes**

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Abstract

Individuals and organizations often fear that making a mistake will lead others to judge them negatively. In three different papers, I explore the inferences that consumers make about mistakes and find that they depend on the action taken after a mistake has occurred: embracing the mistake (*JCR*), correcting the mistake (*OBHDP*), or upgrading after a mistake (*JM*). In turn, these actions can lead to the product being perceived as more unique, the company as more committed to the goal imperiled by the mistake, and the consumer as being more of an expert. In the current talk, I will primarily focus on when and why mistakes can increase product preference