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### **About the Author**

Professor of Business at the Columbia University Graduate School of Business. He has a B.S. degree in mathematics from Union College, Schenectady, New York, and an M.S.I.A. and Ph.D. from the Krannert School of Purdue University. His research interests include modeling individual and group choice and decision making, empirical generalizations and meta-analysis, the introduction and adoption of new products and innovations, and measuring the value of marketing assets such as brands and customers. He has taught courses in marketing, management, and statistics at Columbia, and has also taught at Cornell, Dartmouth, New York University, and the University of Pennsylvania. The Deputy Dean and William Joyce Professor of Marketing at the Stern School of Business, New York University. He received a B.A. in Economics from Union College (N.Y.) and an M.S. and Ph.D. in Industrial Administration from Carnegie Mellon University. He has been on the faculties of Columbia and Vanderbilt universities and, most recently, the University of California at Berkeley. He has been a visiting faculty member at M.I.T., Stanford University, New York University, Cranfield School of Management (U.K.), the Helsinki School of Economics, the University of Tokyo, and Ecole Nationale des Ponts et Chausees.

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