

# Hal R. Varian

## Contact information

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## Education

S.B. Economics, Massachusetts Institute of Technology, 1969  
M.A. Mathematics, University of California at Berkeley, 1973  
Ph.D. Economics, University of California at Berkeley, 1973

## Regular positions

Assistant Professor, M.I.T., 1973–1977  
Professor of Economics, University of Michigan, 1977–1984  
Professor of Finance, University of Michigan, 1983–1996  
Interim Chair, Department of Economics, 1991  
Reuben Kempf Chair, University of Michigan, 1984–1996  
Class of 1944 Chair, UC Berkeley, 1995–2010  
Dean, School of Information Management and Systems (SIMS),  
UC Berkeley, 1995–2003  
Professor, SIMS, UC Berkeley, 1995–2010  
Professor, Haas School of Business, UC Berkeley, 1995–2010  
Professor, Department of Economics, UC Berkeley, 1995–2010  
Professor Emeritus, UC Berkeley, 2010–present  
Chief Economist, Google, 2007–present

## Visiting positions

Visiting Assistant Professor, Berkeley, 1977  
Visiting Assistant Professor, Stanford, 1977

Visiting Professor, University of Stockholm, 1980  
Visiting Professor, Helsinki School of Business, 1980  
Academic Visitor, Nuffield College, Oxford, 1980–81  
Visitor, Centre of Policy Studies, Monash University, Melbourne,  
Australia, 1983  
Visiting Professor, Universität des Saarlandes, Saarbrücken, Germany,  
May, 1988  
Visiting Professor, University of Arizona, Winter, 1992

## **Honors and Awards**

National Science Foundation Fellow, 1970–73  
Guggenheim Fellow, 1979–80  
Econometrics Society Fellow, 1983  
Erskine Fellow, University of Canterbury, Christchurch, New Zealand,  
1984  
Siena Chair in Economics (Fulbright Distinguished Lecturing Award),  
Siena, Italy, 1990  
American Academy of Arts and Sciences Fellow, 1995  
Center for Advanced Studies in the Behavioral Sciences, Stanford, 1995  
(postponed)  
John von Neumann Award, Hungarian School of Economics, 1996  
California Council on Science and Technology Fellow, 2001  
Accenture's list of top 50 business intellectuals  
Honorary Ph.D., University of Oulu, Finland, 2002  
Honorary Ph.D., University of Karlsruhe, Germany, 2006  
Alexander von Humboldt Foundation Fellow, 2007  
Ely Lecture 2010, American Economics Association  
Distinguished Fellow 2015, American Economics Association

## **Miscellaneous**

Program Committee Chairman, Summer Econometric Society  
Meetings, Ann Arbor, 1989  
Keynote address, Australasian Econometrics Society, Sydney, 1993  
Internet II Advisory Committee, 1997  
Presenter, World Economic Forum, Davos, Switzerland, 1997  
*Time Magazine* Board of Economists, October 4, 1999  
Internet Policy Institute, Board of Directors, 2000-01

Fellow, California Council on Science and Technology, 2001  
*Business Week's* 25 Most Influential People in Electronic Business, 2001  
Task force on private sector supplemental disclosures, Security and  
Exchange Commission, 2000-01  
Presenter, World Economic Forum, Davos, Switzerland, 1997  
Presenter, World Economic Forum, New York, 2002  
Presenter, World Economic Forum, Davos, Switzerland, 2006

## Personal

Born Wooster, Ohio, March 18, 1947. Married, one child.

## Editorial positions

*American Economic Review*, Co-Editor, 1987–1990  
*American Economic Review*, Associate Editor, 1990–1995  
*Computational Economics*, Editorial Board, 1992–present  
*Journal of Philosophy and Economics*, Editorial Board, 1985–1994  
*Journal of Economic Perspectives*, Editorial Board, 1986–1996  
*Japan and the World Economy*, Editorial Board, 1987–1997  
*Mathematica Journal*, Editorial Advisory Board, 1990–2000  
*Mathematica in Education*, Editorial Board, 1993–1999  
*Ricerche Economiche*, Editorial Board, 1992–2000

## Papers

Hal R. Varian and Paul Wendt. A note on Hoyt's 'Importance of real estate in basic employment'. *Land Economics*, 44(3):350–54, 1970.

Hal R. Varian. A Bayesian approach to real estate assessment. In S. Fienberg and A. Zellner, editors, *Studies in Bayesian Econometrics and Statistics*, pages 195–208. North Holland Press, 1974.

Hal R. Varian. Equity, envy, and efficiency. *Journal of Economic Theory*, 9(1):63–91, 1974.

Hal R. Varian. A third remark on the number of equilibria of an economy. *Econometrica*, 43(5/6):985–986, 1975.

- Hal R. Varian. Distributive justice, welfare economics, and the theory of fairness. *Philosophy and Public Affairs*, 4(3):223–247, 1975. Reprinted in Hahn and Hollis, *Philosophy and Economic Theory*, Oxford University Press, 1979.
- Hal R. Varian. On persistent disequilibrium. *Journal of Economic Theory*, 10(2):218–228, 1975.
- Hal R. Varian. On balanced inflation. *Economic Inquiry*, 14(1):45–51, 1976.
- Hal R. Varian. Two problems in the theory of fairness. *Journal of Public Economics*, 5:249–260, 1976.
- Hal R. Varian. Non-Walrasian equilibria. *Econometrica*, 45(3):573–590, 1977.
- Hal R. Varian. A remark on boundary restrictions in the Global Newton Method. *Journal of Mathematical Economics*, 4:127–130, 1977.
- Hal R. Varian. The stability of a disequilibrium IS-LM model. *Scandinavian Journal of Economics*, pages 260–270, 1977.
- Allan Gibbard and Hal R. Varian. Economic models. *Journal of Philosophy*, 75(11):664–678, 1978.
- Hal R. Varian. A note on locally constant income elasticities. *Economic Letters*, 1:9–13, 1978. Erratum, December, 1978, 295.
- Vincent Crawford and Hal R. Varian. Distortion of preferences and the Nash theory of bargaining. *Economic Letters*, 3:203–206, 1979.
- Hal R. Varian. Catastrophe theory and the business cycle. *Economic Inquiry*, 17(1):14–28, 1979.
- Hal R. Varian. A model of sales. *American Economic Review*, 70:651–659, 1980. Erratum, 70, 4 (June), p. 517, 1981.
- Hal R. Varian. Redistributive taxation as social insurance. *Journal of Public Economics*, 14:49–68, 1980.
- Hal R. Varian. Nonparametric methods in demand analysis. *Economic Letters*, 9:23–29, 1980.

- Hal R. Varian. Dynamical systems with applications to economics. In K. Arrow and M. Intriligator, editors, *Handbook of Mathematical Economics*. North Holland Press, 1982.
- Hal R. Varian. The nonparametric approach to demand analysis. *Econometrica*, 50(4):945–974, 1982.
- Hal R. Varian. Trois evaluations de l’impact ‘social’ d’un changement de prix. *Cahiers du Seminar d’Econométrie*, 24:13–30, 1982.
- Barry Nalebuff and Hal R. Varian. Some remarks on risk bearing in non-classical environments. In *Arne Ryde Symposium on Social Insurance*. North-Holland Press, 1983.
- Hal R. Varian. Non-parametric tests of consumer behaviour. *Review of Economic Studies*, 50(1):99–110, 1983.
- Hal R. Varian. Nonparametric tests of models of investor behavior. *Journal of Financial and Quantitative Analysis*, 18(3):269–278, 1983.
- Philip Howrey and Hal R. Varian. Estimating the distributional impact of time-of-day pricing of electricity. *Journal of Econometrics*, 26:65–82, 1984. Reprinted in *The Econometrics of Panel Data*, ed. G S Maddala, Edward Elgar Publishing Ltd, year=1992.
- Hal R. Varian. Gerard Debreu’s contributions to economics. *Scandinavian Journal of Economics*, 86(1), 1984.
- Hal R. Varian. The nonparametric approach to production analysis. *Econometrica*, 52(3):579–598, 1984.
- Hal R. Varian. Social indifference curves and aggregate demand. *Quarterly Journal of Economics*, 99:403–414, 1984.
- Theodore C. Bergstrom and Hal R. Varian. When are Nash equilibria independent of the distribution of agents’ characteristics? *Review of Economic Studies*, 52(4), 1985.
- Theodore Bergstrom and Hal R. Varian. When do market games have transferable utility? *Journal of Economic Theory*, 35(2):222–233, 1985.
- Hal R. Varian. Divergence of opinion in complete markets. *Journal of Finance*, 40(1):309–318, 1985.

Hal R. Varian. Dworkin on equality of resources. *Journal of Economics and Philosophy*, 1(1):110–125, 1985.

Hal R. Varian. Nonparametric analysis of optimizing behavior with measurement error. *Journal of Econometrics*, 30(1):445–458, 1985. Reprinted in *New Approaches to Modeling Specification Selection, and Econometric Inference*, William B. Barnett and A. Ronald Gallant, eds., Cambridge University Press, 1990.

Hal R. Varian. Price discrimination and social welfare. *American Economic Review*, 75(4):870–875, 1985.

Theodore Bergstrom, Lawrence Blume, and Hal R. Varian. On the private provision of public goods. *Journal of Public Economics*, 29(1):25–49, 1986.

Theodore Bergstrom and Hal R. Varian. Two remarks on Cournot equilibria. *Economics Letters*, 19(1):5–8, 1986.

Hal R. Varian. PCT<sub>E</sub>X and microT<sub>E</sub>X: Professional typesetting on MS-DOS machines. *BYTE*, pages 267–272, April 1986.

Hal R. Varian. The arbitrage principle in financial economics. *Journal of Economic Perspectives*, 1(2):55–72, 1987.

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Roger Gordon and Hal R. Varian. Intergenerational risk sharing. *Journal of Public Economics*, 37:185–202, 1988.

Roger Gordon and Hal R. Varian. Optimal tariffs and financial assets. *Japan and the World Economy*, 1(1):89–99, 1988.

Hal R. Varian. Differences of opinion in financial markets. In C. C. Stone, editor, *Financial Risk: Theory, Evidence, and Implications*. Kluwer, Norwell, MA, 1988.

Hal R. Varian. Estimating risk aversion from Arrow-Debreu portfolio choice. *Econometrica*, 56(4):973–979, 1988.

Hal R. Varian. Le principe d'arbitrage en économie financière. *Annales d'Économie et de Statistique*, 10:1–22, 1988. French translation.

Hal R. Varian. Revealed preference with a subset of goods. *Journal of Economic Theory*, 46(1):179–185, 1988.

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William Thomson and Hal R. Varian. Theories of justice based on symmetry. In L. Hurwicz and H. Sonnenschein, editors, *Social Goals and Social Organization: Volume in Memory of Elisha Pazner*. Cambridge University Press, 1989.

Hal R. Varian. Measuring the deadweight costs of DUP and rent seeking activities. *Economics and Politics*, 1(1):81–95, 1989. Reprinted in Rosendorff, P., *Readings in the Political Economy of Trade Policy*, MIT Press, 1998.

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Theodore Bergstrom and Hal R. Varian. Uniqueness of Nash equilibrium in private provision of public goods: An improved proof. *Journal of Public Economics*, 49:391–392, 1992.

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Hal R. Varian. A solution to the problem of externalities when agents are well-informed. *American Economic Review*, 84(5):1278–1293, 1994.

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Hal R. Varian. Sequential provision of public goods. *Journal of Public Economics*, 53:165–186, 1994.

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Jeffrey K. MacKie-Mason, Scott Shenker, and Hal R. Varian. Network architecture and content provision: An economic analysis. *Telecommunications Policy*, 20(3):203–217, 1996.

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Hal R. Varian. Differential pricing and efficiency. *First Monday*, 1(2), 1996.

Hal R. Varian. Pricing electronic journals. *D-Lib Magazine*, June 1996.

Hal R. Varian. What use is economic theory? In Steven Medema, editor, *Foundations of Research in Economics: How do Economists Do Economics?* Edward Elgar, 1996.

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Jeffrey K. MacKie-Mason and Hal R. Varian. Economic FAQs about the Internet. In Lee W. McKnight and Joseph P. Bailey, editors, *Internet Economics*. MIT Press, 1997. Updated version of 1994 article of same title.

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Hal R. Varian. Economic aspects of personal privacy. In NTIA, editor, *Privacy and Self-Regulation in the Information Age*. Department of Commerce, 1997.

Hal R. Varian. Economic issues facing the Internet. In Aspen Institute, editor, *The Internet as Paradigm*. The Institute for Information Studies, 1997.

Carl Shapiro and Hal R. Varian. Locked in, not locked out. *The Industry Standard*, Oct 1998.

Carl Shapiro and Hal R. Varian. Lock 'em up. *CIO Magazine*, Oct 15 1998.

Carl Shapiro and Hal R. Varian. Versioning: the smart way to sell information. *Harvard Business Review*, 1998. Reprinted in *Internet Marketing: Readings and Online Resources*, Paul Richardson (ed.), McGraw-Hill Irwin, 2001.

Carl Shapiro and Hal R. Varian. The art of (standards) wars. *Wired Magazine*, 6(10), 1998. Reprinted in *Managing in the Modular Age*, Raghu Garud, Arun Kumarasamy and Richard Langlois (ed.), Blackwell, 2002.

James Andreoni and Hal R. Varian. Pre-play contracting in the prisoners' dilemma. *Proceedings of National Academy of Sciences*, Aug-Sep 1999.

Carl Shapiro and Hal R. Varian. Standards wars. *California Management Review*, 1999.

Hal R. Varian. Commentary on economic preferences or attitude expressions: An analysis of dollar responses to public issues by Kahneman et. al. *Journal of Risk and Uncertainty*, pages 241–242, 1999.

Hal R. Varian. Economics and search. *SIGIR Forum*, 1999. Fall.

Hal R. Varian. Future of electronic journals. In Richard Eckman and Richard E. Quandt, editors, *Technology and Scholarly Communication*. University of California Press, 1999.

Hal R. Varian. Impact of the Internet on users and suppliers of financial services. In Robert E. Litan and Antony M. Santomero, editors, *Brookings-Wharton Papers on Financial Services*. Brookings Press, 1999.

Peter Lyman and Hal R. Varian. How much information? Technical report, School of Information Management, UC Berkeley, 2000. Reprinted in *Wirtschaftspolitische Blätter*, 48, Jahrgang 2001.

Hal R. Varian. Buying, sharing and renting information goods. *Journal of Industrial Economics*, 48(4):473–488, 2000.

Hal R. Varian. Habits of highly effective revolutions. *Forbes ASAP*, pages 73–76, Feb 23 2000.

Hal R. Varian. Market structure in the network age. In Erik Brynjolfsson and Brian Kahin, editors, *Understanding the Digital Economy*. MIT Press, 2000.

Hal R. Varian. Taxation of electronic commerce. *Harvard Journal of Law & Technology*, 13(3):639–651, 2000.

Hal R. Varian. Taxation of electronic commerce. In IPI, editor, *Briefing the President*. Internet Policy Institute, 2000. Reprinted in *CESifo Forum*, Autumn 2000, 3-9.

Richard Roehl and Hal R. Varian. Circulating libraries and video rental stores. *First Monday*, 6(5), 2001.

Carl Shapiro and Hal R. Varian. Introduction to standards wars. In Richard Langlois, Raghu Garud, and Arun Kumaraswamy, editors, *Managing in a Modular Age: Architectures, Networks and Organizations*. Blackwell, 2001.

- Hal R. Varian. The computer mediated economy. *Communications of the ACM*, 44(5), 2001.
- Hal R. Varian. Markets for information goods. In Kunio Okina Tetsuya Inoue, editor, *Monetary Policy in a World of Knowledge-Based Growth, Quality Change and Uncertain Measurement*. Macmillan Press, 2001.
- Hal R. Varian. Versioning information goods. In Brian Kahin and Hal R. Varian, editors, *Internet Publishing and Beyond: The Economics of Digital Information and Intellectual Property*. MIT Press, 2001.
- Hal R. Varian. What I've learned about writing economics. *Journal of Economic Methodology*, 8(1):129–132, 2001.
- Pamela Samuelson and Hal R. Varian. The 'New Economy' and information technology policy. In Jeffrey A. Frankel and Peter R. Orszag, editors, *Economic Policy During the 1990s*. MIT Press, Cambridge, MA, 2002.
- Hal R. Varian. High technology industries and market structure. In Thomas M. Hoenig, editor, *Economic Policy for the Information Economy*. St. Louis Federal Reserve Bank, 2002. Kansas City Federal Reserve Bank Jackson Hole Symposium.
- Hal R. Varian. The demand for bandwidth: Evidence from the INDEX experiment. In James Alleman and Robert Crandall, editors, *Broadband: Should We Regulate High-Speed Internet Access?* Brookings Institution, Washington, DC, 2002. <http://www.sims.berkeley.edu/~hal>.
- Hal R. Varian. Bootstrap tutorial. *Mathematica Journal*, 9(3), 2004.
- Hal R. Varian. The social cost of sharing. In John Chuang, editor, *Workshop on the Economics of Peer-to-Peer*, Berkeley, CA, June 5-6,2003. <http://www.sims.berkeley.edu/research/conferences/p2pecon>.
- Hal R. Varian. System reliability and free riding. In L. Jean Camp and Stephen Lewis, editors, *Economics of Information Security*. Springer-Verlag, May 16-17, 2004. <http://www.sims.berkeley.edu/resources/affiliates/workshops/econsecurity/>.
- Chris Varian and Hal Varian. MOXIE: Microsoft Office-Linux interoperability experiment. *ACM Queue*, 1(5), 2003. <http://www.acmqueue.com/modules.php?name=Content&pa=showpage&pid=55>.

Peter Lyman and Hal R. Varian. How much information. Technical report, UC Berkeley, 2000. <http://www.sims.berkeley.edu/research/projects/how-much-info/>.

Peter Lyman and Hal R. Varian. The democratization of data. *Harvard Business Review*, page 137, January 2001.

Peter Lyman and Hal R. Varian. How much information, 2003. Technical report, UC Berkeley, 2003. <http://www.sims.berkeley.edu/research/projects/how-much-info-2003/>.

Hal R. Varian and Carl Shapiro. Linux adoption in the public sector: An economic analysis. Technical report, UC Berkeley, 2003.

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Hal R. Varian, Glenn Woroch, and Fredrik Wallenburg. Who signed up up for the Do Not Call list? Technical report, UC Berkeley, 2004. <http://www.sims.berkeley.edu/~hal/Papers/2004/do-not-call.pdf>.

Hal R. Varian. Currency exchange rates. In John Leonard, editor, *The New York Times Guide to Essential Knowledge*. St. Martins Press, 2004.

Alessandro Acquisti and Hal R. Varian. Conditioning prices on purchase history. *Marketing Science*, 24(3):367–381, 2005.

Hal R. Varian. Copying and copyright. *Journal of Economic Perspectives*, 19(2):121–138, 2005.

Hal R. Varian. Revealed preference. In Michael Szenberg, editor, *Samuelsonian Economics and the 21st Century*. Oxford University Press, Oxford, England, 2006.

Hal R. Varian. Bootstrap tutorial. *Mathematica Journal*, 9(4):0–0, 2005. Reprinted in *Mathematica in Education and Research*, 6, 3, 1997.

Hal R. Varian. Position auctions. Technical report, UC Berkeley, 2006. *International Journal of Industrial Organization*, to appear.

- Hal R. Varian. The Google library project. Technical report, UC Berkeley, 2005.
- Hal R. Varian. Universal access to information. *Association for Computing Machinery*, 48(10):66, 2005.
- Hal R. Varian. Copyright term and orphan works. *Industrial and Corporate Change*, pages 1–16, 2006.
- Hal R. Varian. Economics of Internet search. *Rivista di politica Economica*, pages 177–192, 2006.
- Hal R. Varian. Designing the perfect auction. *Communications of the ACM*, 51(8):9–11, August 2008.
- Hal R. Varian. Online ad auctions. *American Economic Review*, 99(2):430–434, May 2009.
- Hal R. Varian. Computer mediated transactions. *American Economic Review*, 100(2):1–10, May 2010.
- Hyunyoung Choi and Hal Varian. Predicting the present with Google Trends. Technical report, Google, 2009.
- Hyunyoung Choi and Hal Varian. Predicting initial claims for unemployment insurance using Google Trends. Technical report, Google, 2009.
- Hal R. Varian. Revealed preference and its applications. *Economic Journal*, 122(560):332–338, 2012. Royal Economics Society session in honor of Sydney Afriat.
- Hal R. Varian. Predicting the present with google trends. *Economic Record*, 88:2–9, 2012. Keynote at Australian Conference of Economists annual meeting, July 2011, Canberra.
- Hal R. Varian. Big data: New tricks for econometrics. *Journal of Economic Perspectives*, 28(2):3–28, 2014.
- Hal R. Varian and Steven L. Scott. Predicting the present with Bayesian structural time series. *International Journal of Mathematical Modeling and Numerical Optimisation*, 5(1/2):2–23, 2014.
- Steven L. Scott and Hal R. Varian. Bayesian variable selection for now-casting economic time series. In Avi Goldfarb, Shane Greenstein, and

Catherine Tucker, editors, *Economic Analysis of the Digital Economy*. University of Chicago Press, 2015.

Hal R. Varian. Causal inference in economics and marketing. *Proceedings of the National Academy of Sciences*, 113(27):73107315, 2016.

Seth Stephens-Davidowitz, Hal R. Varian, and Michael D. Smith. Super returns to super bowl ads? *Quantitative Marketing and Economics*, 15(1), 2017.

## Books

Hal R. Varian. *Microeconomic Analysis*. W. W. Norton, New York, 1978. Second edition, 1987. Third edition, 1992. Translated into German, Japanese, Spanish.

Theodore Bergstrom and Hal R. Varian. *Workouts for Intermediate Microeconomics*. W. W. Norton, New York, 1987. Now in 7th edition.

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Hal R. Varian, editor. *Economic and Financial Modeling with Mathematica*. TELOS/Springer-Verlag, 1992.

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Carl Shapiro and Hal R. Varian. *Information Rules: A Strategic Guide to the Network Economy*. Harvard Business School Press, 1998. Chinese, Dutch, French, German, Greek, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish translations.

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Brian Kahin and Hal R. Varian, editors. *Internet Publishing and Beyond*. MIT Press, 2000.

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Hal R. Varian, Joseph Farrell, and Carl Shapiro. *Economics of Information Technology*. Mattioli Lectures. Cambridge University Press, Cambridge, England, 2004.

## Articles

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Boost private investment to boost the economy. *Wall Street Journal*, January 7 2009.

An iPod has global value. Ask the (many) countries that make it. *New York Times*, June 28 2007.

Copyrights that no one knows about don't help anyone. *New York Times*, May 31 2007.

Sometimes the stock does better than the investor that buys the stock. *New York Times*, May 5 2007.

Why that hoodie your son wears isn't trademarked. *New York Times*, April 5 2007.

The future of leisure that never arrived. *New York Times*, March 8 2007.

Kaizen, that continuous improvement strategy, finds its ideal environment. *New York Times*, February 8 2007.

Why Crazy Eddie wouldn't be undersold, and other economic mysteries. *New York Times*, January 11 2007.

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Why old media and Tom Cruise should worry about cheaper technology. *New York Times*, October 19 2006.

Many theories on income inequality, but one answer lies in just a few places. *New York Times*, September 21 2006.

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Looking for the incentives that will prompt Americans to save more. *New York Times*, June 29 2006.

Advertising commodities can be tricky, but it does pay off. *New York Times*, June 1 2006.

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Online dating? Thin and rich works here, too. *New York Times*, June 30 2005. What are people looking for and do they find it?

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January 2, 2018