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Focus on Authors

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ability of the objects sold. In such marketplaces, the burden of pricing is on the interplay between buyers’ bidding strategies and the sellers’ selling strategies, and Robert is working on models that capture the essence of such interplay and help us understand the nature of these emerging marketplaces, in particular the relationship between optimal selling and optimal bidding. For example, when substitutable objects are sold in a sequence one after the other, as they are on eBay, buyers can benefit from fairly complicated forward-looking bidding strategies that take upcoming supply of the goods into account. His work has appeared or is forthcoming in the *Journal of Marketing Research*, *Management Science*, *Quantitative Marketing and Economics*, *Marketing Letters*, and the *Journal of Forecasting*.