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Focus on Authors

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Michael Braun (“Website Morphing”) is the Homer A. Burnell Career Development Professor and an assistant professor of marketing at the Sloan School of Management, Massachusetts Institute of Technology. His research focuses on the development of probability models to tackle business problems as diverse as customizing websites, forecasting customer retention, predicting insurance claims behavior, and modeling interdependency among customer preferences. In particular, he is interested in developing models of network interactions and discrete choice behavior than can be estimated efficiently on massively large data sets. Before entering academia, he worked on the development and deployment of broadband Internet products for such companies as Comcast, Marcus Cable, and Charter Communications. From 1999 to 2002, he was Vice President for Global Affiliate Operations of Chello Broadband, the Amsterdam-based Internet arm of United Pan-Europe Communications, the largest cable operator in Europe. An avid sports fan, he has worked as a production assistant at ESPN, and was a researcher for NBC at the 1992 Summer Olympics in Barcelona. He holds an A.B. in economics from Princeton University, an MBA from Fuqua School of Business, Duke University, and a Ph.D. from The Wharton School of the University of Pennsylvania. He is a member of INFORMS, the American Statistical Association, and the American Marketing Association.

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Xavier Drèze ("Real-Time Evaluation of E-Mail Campaign Performance") teaches marketing management and marketing strategy at The Wharton School of the University of Pennsylvania. He received his Ph.D. and MBA from the University of Chicago and his M.S. from the Université Catholique de Louvain, Belgium. He currently investigates the valuation of marketing databases, frequent-shopper program design, movie sales, and other issues related to the retailing and Internet marketing fields. His groundbreaking research on pay-for-performance trade promotions, coauthored with David Bell, provides a rationale for dramatic, industry-wide changes in the way retailers and manufacturers structure trade promotions, long a contentious and costly issue for both sides. Other recent research sheds light on consumers' knowledge of prices and their ability to form reference prices, store loyalty issues, Internet auctions, and movie sequel evaluations, among other issues. His research has been published in top-tier academic journals including *Journal of Marketing Research*, *Marketing Science*, and *Journal of Marketing*. He earned the prestigious Alpha Kappa Psi Best Paper Award for a paper published in the *Journal of Marketing* in 1994 and the Best Paper Award for a paper published in the *Journal of Retailing* in 1994.

Anthony J. Dukes ("Strategic Assortment Reduction by a Dominant Retailer") is an assistant professor at the Marshall School of Business, University of Southern California. His research focuses on distribution channels, retailing, antitrust, and commercial media competition. His work has appeared in journals such as the *Journal of Marketing Research*, *Marketing Science*, and *Journal of Economics and Management Strategy*.

Peter S. Fader ("Path Data in Marketing: An Integrative Framework and Prospectus for Model Building") is the Frances and Pei-Yuan Chia Professor of Marketing at The Wharton School of the University of Pennsylvania. As his paper in the current issue of this journal suggests, a path is often as interesting as the outcome(s) it leads to. His path began as the adopted son of Sherpa family in Nepal. At a young age, he felt he did not have the strength or stamina to take on the family vocation, so he turned to marketing instead. He often wonders what life would have been like if he had stayed in the Himalayas instead of settling in Philadelphia, but he has no regrets about his choice of career path.

Andrew Gelman ("Commentary—Discussion of the Article 'Website Morphing'") is a professor of statistics and political science and director of the Applied Statistics Center at Columbia University. He has received the Outstanding Statistical Application Award from the American Statistical Association, the award for best article published in the *American Political Science Review*, and the Council of Presidents of Statistical Societies Award for outstanding contributions by a person under the age of 40. He has coauthored several books, including *Bayesian Data Analysis*, *Teaching Statistics: A Bag of Tricks*, *Data Analysis Using Regression and Multilevel/Hierarchical Models*, and, most recently, *Red State, Blue State, Rich State, Poor State: Why Americans Vote the Way They Do*.

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