decisions, and over the years I have come to see the wisdom in this approach. James is currently a professor at the University of St. Thomas (in Minnesota, not the Virgin Islands).

Leonard Lee

Leonard joined the PhD program at MIT to work on topics related to e-commerce. Since we both kept long hours, we started taking breaks together late at night, and this gave us a chance to start working jointly on a few research projects. The collaboration with Leonard has been great. He has endless energy and enthusiasm, and the number of experiments he can carry out during an average week is about what other people do in a semester. In addition, he is one of the nicest people I have ever met and always a delight to chat and work with. Leonard is currently a professor at Columbia University.

Jonathan Levav

Jonathan loves his mother like no one else I have met, and his main regret in life is that he disappointed her when he didn't go to medical school. Jonathan is smart, funny, and an incredibly social animal, able to make new friends in fractions of seconds. He is physically big with a large head, large teeth, and an even larger heart. Jonathan is currently a professor at Columbia University.

George Loewenstein

George is one of my first, favorite, and longest-time collaborators. He is also my role model. In my mind George is the most creative and broadest researcher in behavioral economics. George has an incredible ability to observe the world around him and find nuances of behavior that are important for our understanding of human nature as well as for policy.