

an anchor? And would that initial anchor have a long-term influence? That's what we wanted to see.

"For those of you who don't know much about wines," Drazen continued, "this bottle received eighty-six points from *Wine Spectator*. It has the flavor of red berry, mocha, and black chocolate; it's a medium-bodied, medium-intensity, nicely balanced red, and it makes for delightful drinking."

Drazen held up another bottle. This was a Hermitage Jaboulet La Chapelle, 1996, with a 92-point rating from the *Wine Advocate* magazine. "The finest La Chapelle since 1990," Drazen intoned, while the students looked up curiously. "Only 8,100 cases made . . ."

In turn, Drazen held up four other items: a cordless trackball (TrackMan Marble FX by Logitech); a cordless keyboard and mouse (iTouch by Logitech); a design book (*The Perfect Package: How to Add Value through Graphic Design*); and a one-pound box of Belgian chocolates by Neuhaus.

Drazen passed out forms that listed all the items. "Now I want you to write the last two digits of your social security number at the top of the page," he instructed. "And then write them again next to each of the items in the form of a price. In other words, if the last two digits are twenty-three, write twenty-three dollars."

"Now when you're finished with that," he added, "I want you to indicate on your sheets—with a simple yes or no—whether you would pay that amount for each of the products."

When the students had finished answering yes or no to each item, Drazen asked them to write down the maximum amount they were willing to pay for each of the products (their bids). Once they had written down their bids, the students passed the sheets up to me and I entered their responses into my laptop and announced the winners. One by one the