

working together. Jiwoong is currently a professor at Yale University.

Baba Shiv

Baba and I first met when we were both PhD students at Duke. Over the years Baba has carried out fascinating research in many areas of decision making, particularly on how emotions influence decision making. He is terrific in every way and the kind of person who makes everything around him seem magically better. Baba is currently a professor at Stanford University.

Rebecca Waber

Rebecca is one of the most energetic and happiest people I have ever met. She is also the only person I ever observed to burst out laughing while reading her marriage vows. Rebecca is particularly interested in research on decision making applied to medical decisions, and I count myself as very lucky that she chose to work with me on these topics. Rebecca is currently a graduate student at the Media Laboratory at MIT.

Klaus Wertenbroch

Klaus and I met when he was a professor at Duke and I was a PhD student. Klaus's interest in decision making is mostly based on his attempts to make sense of his own deviation from rationality, whether it is his smoking habit or his procrastination in delaying work for the pleasure of watching soccer on television. It was only fitting that we worked together on procrastination. Klaus is currently a professor at INSEAD.