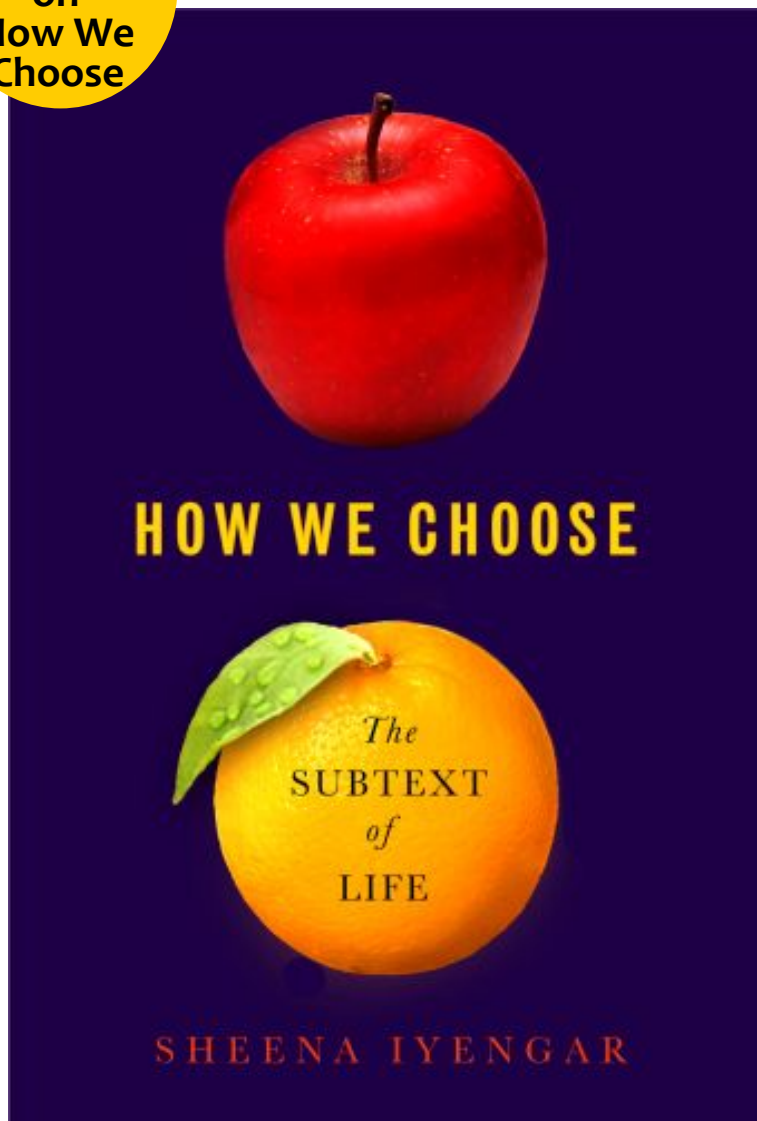


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SHEENA IYENGAR'S groundbreaking research on choice has been funded by the National Science Foundation, the National Institute of Mental Health, and the National Security Education Program. She holds degrees from UPenn, The Wharton School of Business, and Stanford University. She is a professor at Columbia University, and a recipient of the Presidential Early Career Award. Her work is regularly cited in periodicals as diverse as *Fortune* and *Time* magazines, the *New York Times* and the *Wall Street Journal*, and in books such as *Blink* and *The Paradox of Choice*.

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