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Biography

Adam Eric Greenberg is an Assistant Professor in the department of Marketing at Università Bocconi. Prior to joining Bocconi, he was a postdoctoral scholar in Marketing at UCLA's Anderson School of Management.

He studies consumer behavior and judgment and decision making. His research focuses on consumer financial decision making, well-being, and the framing of choices. He is the author of numerous articles on his topics of interest. His works have been published in the Journal of Marketing Research, Organizational Behavior and Human Decision Processes, and Journal of Behavioral Decision Making, among others.

He has a bachelor's degree in Economics (with a minor in religion) from Vassar College, and a Ph.D. in Economics from the University of California.

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