

Nathan Novemsky **Professor Novemsky is Professor of Marketing** in the Yale School of Management and has an appointment as Professor of Psychology in the Department of Psychology at Yale University. He is an expert in the psychology of judgment and decision-making, an area that overlaps heavily with behavioral economics and consumer behavior. He has published articles in leading marketing and psychology journals on topics that include: how people made judgments and decisions based on the information in front of them, how they know what they like, how the way they frame decisions affects the choices they make, how they choose and evaluate gifts, how their goals influence their behavior and other topics in judgment and decision-making.