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**George Wu** is Professor of Behavioral Science at the Booth School of Business at the University of Chicago, USA. He studies the psychology of individual decision making, goal setting and cognitive biases in bargaining and negotiation. His research has been published widely in a number of journals in economics, management science, and psychology, including *Cognitive Psychology*, *Journal of Personality and Social Psychology*, *Journal of Risk and Uncertainty*, *Management Science*, *Psychological Science*, and *Quarterly Journal of Economics*. He has served as Department Editor of *Management Science* and is on numerous other editorial boards, including *Decision Analysis*, *Journal of Behavioral Decision Making*, *Journal of Risk and Uncertainty*, and *Theory and Decision*.

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