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George also holds affiliated appointments in the Department of Psychology and the Department of Cognitive Science at Yale University.

He is an expert in consumer behavior and consumer decision-making. His recent work focuses on questions related to the concepts of *authenticity*, *identity* and the *self*. He has published more than 50 articles in leading scholarly journals and his research has been featured in popular media outlets such as *The New York Times*, *Scientific American*, *The Wall Street Journal* and *The Economist*. He has led seminars on various marketing and management topics for senior executives in North America and Asia.