

March 2017

Robert H. Frank

Present Position: H. J. Louis Professor of Management and Professor of Economics, Samuel Curtis Johnson Graduate School of Management, Cornell University, Ithaca, NY 14853

Degrees Received:

Ph.D. Economics, University of California at Berkeley, 1972

M.A. Statistics, University of California at Berkeley, 1971

B.S. Mathematics, Georgia Tech, 1966

Professional Experience:

4/02 to present: H. J. Louis Professor of Management, Cornell Johnson Graduate School of Management

7/12 to present: Professor of Economics, Department of Economics, Cornell University

1/05 to 12/15: Economics columnist for the *New York Times*

4/07 to present: Distinguished Senior Fellow, Demos

8/08 to 8/09: Peter and Charlotte Schoenfeld Visiting Faculty Fellow, The Stern School, New York University

10/00 to 6/01: French-American Foundation Professor of American Civilization, Ecole des Hautes Etudes en Sciences Sociales, Paris.

7/91 to 9/2001: Goldwin Smith Professor of Economics, Ethics, and Public Policy, Department of Economics, Cornell University

9/92 to 7/93: Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford, California

1/86 to 6/91: Professor of Economics, Cornell University

7/90 to present: Professor of Economics, Cornell Johnson Graduate School of Management

1/79 to 12/85: Associate Professor of Economics, Cornell University

8/78 to 9/80: Chief Economist, Civil Aeronautics Board

9/72 to 12/78: Assistant Professor of Economics, Cornell University

6/76 to 7/76 and 12/76 to 1/77: Visiting Fellow, International Institute of Management, West Berlin

6/66 to 6/68: High school mathematics and science teacher, Peace Corps/Nepal

Selected Publications:

Books

Success and Luck: Good Fortune and the Myth of Meritocracy, Princeton: Princeton University Press, 2016. Japanese, Korean, Chinese, German, Italian, Russian, and Portuguese translations forthcoming.

The Darwin Economy: Liberty, Competition, and the Common Good. Princeton: Princeton University Press, 2012; Chinese, Russian, Korean, Thai, and Turkish translations.

The Economic Naturalist's Field Guide: Common-Sense Principles for Troubled Times, New York: Basic Books, 2009.

Falling Behind: How Rising Inequality Harms the Middle Class, Berkeley: University of California Press, 2007; Swedish translation, 2009.

The Economic Naturalist: In Search of Explanations for Everyday Enigmas, New York: Basic Books, 2007; Korean translation, 2007; Chinese and Japanese translations, 2008; Hebrew, Polish, Italian, Indonesian, Dutch, Portuguese, and Greek translations, 2009; Vietnamese translation, 2010; Romanian, Russian, German, Serbian, Croatian, Thai, and Turkish translations, 2011.

What Price The Moral High Ground? Princeton: Princeton University Press, 2004.

Principles of Economics, with Ben S. Bernanke, New York, McGraw-Hill, 2001; second edition, 2003; third edition, 2006; fourth edition, 2009; fifth edition, 2012; sixth edition, 2016; brief edition, 2008; second brief edition, 2011; third brief edition, 2016. Spanish translation, 2003; Czech translation, 2003; Chinese translation, 2005, French translation, 2008.

Luxury Fever: Money and Happiness in an Era of Excess, New York: The Free Press, 1999. Princeton University Press paperback edition, 2000. French translation, 2010. Chinese translation forthcoming.

The Winner-Take-All Society, with Philip J. Cook, New York: Martin Kessler Books at The Free Press, 1995. Penguin paperback edition, Chinese, Korean, and Portuguese translations, 1996. Japanese translation, 1998. Spanish, Italian, and Thai translations forthcoming. (*New York Times* Notable Book of the Year, 1995; *Business Week* Top Ten Books of 1995; *San Francisco Review of Books* Critics Choice Award, 1995; *China Times* Top Ten Books of 1996; *The London Observer*, Best Books of the Year List, 1996)

Microeconomics and Behavior, First Edition, New York: McGraw-Hill, 1991; *Ninth Edition, 2014*; Spanish translation, 1992; Italian translation, 1992; Portuguese translation, 1993; Czech translation, 1996; Russian translation, 1998; Chinese translation, forthcoming.

Passions Within Reason: The Strategic Role of the Emotions, New York: W. W. Norton, 1988. (Paper edition, 1989; German translation, Oldenbourg, 1992; Japanese translation, Saiensu-sha, 1995; Greek translation, Kastoniotis, 2000)

Choosing the Right Pond: Human Behavior and the Quest for Status, New York: Oxford University Press, 1985. (Paper edition, 1987; German translation, Transfer Verlag, 1989)

The Distributional Consequences of Direct Foreign Investment (with Richard T. Freeman) New York: Academic Press, 1978

Selected Articles

- “Just Deserts” *The Hedgehog Review*, Summer 2016
- “Why Luck Matters More than You Might Think,” *The Atlantic Magazine*, May 2016
- “Do You Know How Lucky You Are?” *Chronicle of Higher Education*, April 17, 2016
- “Distilling Career Advice from the Happiness Literature,” in Donald W. Harward, ed., *Well-Being and Higher Education: A Strategy for Change and the Realization of Education’s Greater Purposes*, Washington, DC: BTtoP, 2016
- “How Much Is Enough?” *Theoretical Inquiries in Law*, 2016
- “Cash on the Table: Why Traditional Theories of Market Failure Fail,” *Journal of Economic Behavior and Organization*, Nov. 2015
- “Inequality’s Muse,” *The American Interest*, Volume 11, No. 2, October 15, 2015
- “The Complex Ethical Consequences of ‘Simple’ Theoretical Choices,” in George DeMartino and Dierdre McCloskey, eds., *The Oxford Handbook of Professional Economic Ethics*, New York: Oxford, 2015
- “Positional Externalities as a Source of Market Failure,” in Subramanian Rangan, ed., *Performance and Progress: Essays on Capitalism, Business, and Society*, New York, Oxford, 2015
- “Consumption As Pollution: Why Other People's Spending Matters,” in Stephanie Preston, ed., *The Interdisciplinary Science of Consumption*, Cambridge, MA: MIT Press, 2014
- “Why Has Income Inequality Been Growing and What, If Anything, Should Be Done About It?” in David Grusky and Szonja Szelenyi, eds., *The Inequality Reader, Third Edition*, Boulder, CO: Westview Press, 2014
- “Expenditure Cascades,” with Adam Seth Levine and Oege Dijk, *Review of Behavioral Economics*, Volume 1, Issue 1–2, January 2014: 55-73
- “On the Rationalizability of Observed Consumers’ Choices When Preferences Depend on Budget Sets: Comment,” with Matthew Nagler, *Journal of Economics*, Vol 110, 2, 2013: 187-198
- “Alfred E. Kahn, Regulator and Language Maven,” *Review of Industrial Organization*, January, 2013: <http://link.springer.com/article/10.1007%2Fs11151-012-9373-5#page-1>
- “Detecting the Trustworthiness of Novel Partners in Economic Exchange” (with David DeSteno, Cynthia Brazeal, David Pizarro, J. Baumann, L. Dickens, and J. Lee), *Psychological Science*, 23, 2012: 1549-1556

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“Thoughts on the Micro Principles Course,” in Gail Hoyt and KimMarie McGoldrick, eds., *International Handbook on Teaching and Learning Economics*, NY: Edward Elgar, 2011.

“The Strategic Role of the Emotions,” *Emotion Review*, vol. 3 no. 3, July 2011: 252-254.

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“The Status of Moral Emotions in Consequentialist Moral Reasoning,” in Paul Zak, ed., *Moral Markets: The Critical Role of Values in the Economy*, Princeton, NJ: Princeton University Press, 2007.

“Cooperation Through Moral Commitment,” in Chris Frith et al., eds., *Empathy and Fairness* (Novartis Symposium 278), Chichester: Wiley, 2006.

- “Should Gas Taxes Be Raised To Encourage Energy Conservation?” *Congressional Quarterly Researcher*, vol. 16, no. 19, May 19, 2006: 449.
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- “Positional Externalities Cause Large and Preventable Welfare Losses,” *American Economic Review*, May 2005: 137-41.
- “Does Absolute Income Matter?” in P. L. Porta and L. Bruni, eds., *Economics and Happiness*, Oxford University Press, 2005
- “Departures from Rational Choice: With and Without Regret,” in *The Law and Economics of Irrational Behavior*, Francesco Parisi and Vernon Smith, eds., Stanford: Stanford University Press, 2005: 13-36.
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“Winner-Take-All Markets and Need-Based Financial Aid,” in Proceedings of the 1999 Annual Meetings of the College Entrance Examination Board Council on Admissions and Financial Aid, 2000.

“Social Norms as Positional Arms Control Agreements,” in Louis Putterman and Avner Ben Ner, eds. *Values, Economics, and Organization*, New York: Cambridge University Press, 1998.

“Winner-Take-All Markets and Wage Discrimination,” in *The New Institutionalism in Sociology*, Mary Brinton and Victor Nee, eds., NY: Russell Sage, 1998 (1998 winner of the James Coleman Award for the best book in Rational Choice Sociology).

“The Frame of Reference as a Public Good,” *Economic Journal*, 107, November 1997: 1832-1847 (reprinted in *Happiness and Economics*, Richard A. Easterlin, ed., Northampton, MA: Edward Elgar, 2002).

“Executive Pay Excesses: Whose Ethical Responsibility?” in *CEO Pay: A Comprehensive Look*, Rodney Platt, ed., Scottsdale, AZ: American Compensation Association, 1997.

“Why the Things We Buy Often Aren’t the Things We Really Want,” Michael Benedikt, ed. *Symposium on The Question of Economic Value*, 1997.

“Is Honesty the Best Policy?” *Demos Quarterly*, Issue 10, 1996.

“Winner-Take-All Markets and the Connection Between Economics and Elks,” *The Evolutionist*, June 1996.

“What Price the Moral High Ground?” *Southern Economic Journal*, 63, July 1996: 1-17. Received the Georgescu-Roegen Award for the best paper published in the *Southern Economic Journal* in 1996.

“The Political Economy of Preference Falsification” (Review article on Timur Kuran’s *Private Truths, Public Lies*), *Journal of Economic Literature*, March 1996: 115-123.

“Do Economists Make Bad Citizens?” with Thomas Gilovich and Dennis Regan, *Journal of Economic Perspectives*, Winter 1996: 187-92.

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“The Evolution of One-Shot Cooperation,” with Thomas Gilovich and Dennis Regan, *Ethology and Sociobiology*, 14, July, 1993: 247-256.

“Wages, Seniority, and the Demand for Rising Consumption Profiles,” with Robert M. Hutchens, *Journal of Economic Behavior and Organization*, 21, 1993: 251-276.

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“A New Contractarian View of Tax and Regulatory Policy in the Emerging Market Economies,” *Social Philosophy and Policy*, 1993: 258-281.

“The Role of Moral Sentiments in the Theory of Intertemporal Choice,” in Jon Elster and George Loewenstein, eds., *Choice Over Time*, New York: Russell Sage, 1993: 265-286.

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“Does Studying Economics Inhibit Cooperation?” with Thomas Gilovich and Dennis Regan, *Journal of Economic Perspectives*, 7, Spring, 1993: 159-171. Reprinted in *Economics, Ethics, and Public Policy*, Charles K. Wilber, ed., Boulder, Rowman & Littlefield, 1998; also reprinted in *The Economics of Altruism*, Steven Zamagni, ed., Cheltenham: Edward Elgar, 1994. Excerpt reprinted in *Negotiation and Settlement Advocacy*, Charles B. Wiggins, ed., St. Paul, MN: West Publishing, 1997.

“The Strategic Role of the Emotions: Reconciling Over- and Undersocialized Accounts of Behavior,” *Rationality and Society*, 5, April, 1993: 160-184.

“The Differences Between Gifts and Exchange: Comment on Carol Rose,” *Florida Law Review*, July, 1992: 319-327.

“Melding Sociology and Economics: James Coleman’s *Foundations of Social Theory*,” *Journal of Economic Literature*, 30, March 1992: 147-170.

“Toward a Theory of the Sense of Justice,” in Margaret Gruter and Michael McGuire, *The Sense of Justice*, Newbury Park, CA: Sage, 1992: 47-66.

“Positional Externalities,” in Richard Zeckhauser, ed., *Strategy and Choice: Essays in Honor of Thomas C. Schelling*, Cambridge, MA: MIT Press, 1991: 25-47.

“Social Forces in the Workplace,” in Kenneth G. Koford and Jeffrey Miller, eds., *Social Norms and Economic Institutions*, Ann Arbor, University of Michigan Press, 1991: 151-180.

“A Theory of Moral Sentiments,” in Jane Mansbridge, ed., *Beyond Self-Interest*, Chicago: University of Chicago Press, 1990: 71-96; reprinted in Mary Zey, ed., *Decision Making: Alternatives to Rational Choice Models*, Newbury Park, CA: Sage, 1992.

“Rethinking Rational Choice,” in Roger Friedland and A. W. Robertson, eds., *Beyond the Marketplace: Rethinking Economy and Society*, Hawthorne, NY: Aldine de Gruyter, 1990: 89-112.

“Honesty as an Evolutionarily Stable Strategy,” *Behavioral and Brain Sciences*, 12, December, 1989: 705-6.

“If *Homo Economicus* Could Choose His Own Utility Function, Would He Want One with a Conscience? Reply to Harrington,” *American Economic Review*, 79, June, 1989; reprinted in Elias L. Khalil, ed., *Trust*, Northampton, MA: Edward Elgar, 2003.

“Frames of Reference and the Quality of Life,” *American Economic Review*, 79, *Papers and Proceedings*, May, 1989: 80-85.

“Beyond Self-Interest?” *Challenge*, March, 1989.

“Bureaucratic Turfbuilding in a Rational World,” *European Journal of Political Economy*, 4, Supplementary Issue, 1988: 65-75.

“If *Homo Economicus* Could Choose His Own Utility Function, Would He Want One with a Conscience?” *American Economic Review*, 77, September, 1987: 593-604. Reprinted in *The Economics of Altruism*, Steven Zamagni, ed., Cheltenham: Edward Elgar, 1994.

“Shrewdly Irrational,” *Sociological Forum*, 2, Winter, 1987: 21-41.

“The Demand for Unobservable and Other Nonpositional Goods,” *American Economic Review*, 75, March, 1985: 101-116.

“Are Workers Paid Their Marginal Products?” *American Economic Review*, 74, September, 1984: 549-71.

“Interdependent Preferences and the Competitive Wage Structure,” *The Rand Journal of Economics*, 15, Winter, 1984: 510-20.

“When Are Price Differentials Discriminatory?” *Journal of Policy Analysis and Management*, 2, Winter, 1983: 238-55.

“Envy and the Optimal Purchase of Unobservable Commodities: The Case of Safety,” in M. W. Jones-Lee, ed., *The Value of Life and Safety*, Amsterdam: North Holland, 1982: 145-158.

“How Long Is a Spell of Unemployment?” *Econometrica*, 46, March, 1978: 285-302.

“Why Women Earn Less: The Theory and Estimation of Differential Overqualification,” *American Economic Review*, 68, June, 1978: 360-73.

“Family Location Constraints and the Geographic Distribution of Female Professionals,” *Journal of Political Economy*, 86, February, 1978: 117-30.

“The Distribution of the Unemployment Burden: Do the Last Hired Leave First?” (with R. Freeman) *Review of Economics and Statistics*, LX, August, 1978: 380-91.

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“The Effect of Unemployment Dispersion on the Rate of Wage Inflation,” (with Philip Cook) *Journal of Monetary Economics*, 1, April, 1975: 241-49.

Opinion and Op-Ed Pieces

“Federal Policy Will Shift. Not All States Will Shift with It,” *The New York Times*, January 22, 2017-03-12

“Want to Get Rid of Obamacare? Be Careful What You Wish For,” *The New York Times*, December 16, 2016

“Why the Myth of a Perfect Meritocracy is So Pernicious,” Q&A with Sean Illing, *Vox*, November 22, 2016

“Handouts with a Twist: Rebuilding America’s Infrastructure,” *The New York Times*, November 11, 2016

“Donald Trump’s Refusal To Reveal His Tax Returns Highlights a Problem with Economic Theory,” *Vox*, October 5, 2016.

“Take Back the House, Democrats. Please,” *The New York Times*, September 3, 2016

“The Incalculable Value of Finding a Job that You Love,” *The New York Times*, July 22, 2016

“How Higher Taxes Will Make the Rich Happier,” *The Los Angeles Times*, June 9, 2016

“Successful? Admit that You’re Also Lucky,” *Marketwatch*, May 29, 2016

“Are You Successful? If So, You’ve Already Won the Lottery,” *The New York Times*, May 20, 2016

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“Why the Nigerian Prince Email Scam Won’t Die,” *Vox*, May 18, 2015

“How Wedding Dresses Got So Expensive and Why Roast Chickens Are So Cheap,” *Vox*, April 30, 2015

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“Conspicuous Consumption? Yes, but It’s Not Crazy,” *The New York Times*, November 23, 2014

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“Winners Take All, but Can’t We Still Dream?” *The New York Times*, February 23, 2014

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- “Economic Choices Needn’t Be Painful,” *The New York Times*, September 23, 2012
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- “Does Inequality Matter? How ‘expenditure cascades’ are squeezing the American middle class,” *Slate*, December 5, 2011
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- “Charles Darwin the Economist,” *Los Angeles Times*, October 18, 2011
- “Darwin, The Market Whiz,” *New York Times*, September 18, 2011
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- “Forget Stimulus, Let’s Talk Savings,” *The Daily Beast*, September 8, 2011
- “Supply, Demand, and Marriage,” *New York Times*, August 7, 2011
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- “Why Worry? It’s Good for You,” *New York Times*, May 15, 2011
- “Gauging the Pain of the Middle Class,” *New York Times*, April 3, 2011
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- “Taxing the Rich: It’s All Relative,” *The New York Times*, November 28, 2010
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- “Alpha Markets: The financial meltdown caught Adam Smith fans off guard, but would not have surprised Darwin,” *The Guardian*, May 31, 2009
- “Before Tea, Thank Your Lucky Stars,” *The New York Times*, April 26, 2009
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For The Darwin Economy:

Bronze Medal in Economics, Axiom Book Awards, 2012

Finalist for the 2011 Book of the Year Award in Business & Economics, *ForeWord Reviews*

Russell Distinguished Teaching Award, presented by Johnson School fifth-year reunion class, June 9, 2012

Russell Distinguished Teaching Award, presented by Johnson School fifth-year reunion class, June 12, 2010

Apple Distinguished Teaching Award, Johnson School of Management, 2005

Russell Distinguished Teaching Award, presented by Johnson School fifth-year reunion class, June 11, 2004

2003 Leontief Prize for Advancing the Frontiers of Economic Thought

French-American Foundation Professor of American Civilization, Ecole des Hautes Etudes en Sciences Sociales, Paris, France, 2000-2001

President, Eastern Economic Association, 1999-2000

Georgescu-Roegen Prize for best article published in the 1996 *Southern Economic Journal*, for “What Price the Moral High Ground?” November 1997

Southern Economic Association, Distinguished Guest Lecturer, 1995

For *Luxury Fever*:

Knight Ridder's Best Books of 1999

For *The Winner-Take-All Society*:

New York Times 1995 Notable Book of the Year

Business Week Ten Best Business Books of 1995

San Francisco Review of Books 1995 Critics Choice Award

China Times Top Ten Books of 1996

The London Observer Best Books of the Year List, 1996

William R. Kenan Jr. Charitable Trust, Enterprise Award Recipient, 1993

Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford, 1992-93

Best Conference Paper, Society for the Advancement of Socioeconomics Annual Meetings, 1992 (for "Does Studying Economics Inhibit Cooperation?" with Thomas Gilovich and Dennis Regan)

McGraw-Hill Book-of-the-Year Award (for *Microeconomics and Behavior*, 1991)

Andrew W. Mellon Foundation Professorship, Cornell University, 1987-1990

Cornell Merrill Scholars Program, Distinguished Teacher Citation, 1991