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About the Authors

About R. Preston McAfee

R. Preston McAfee received his undergraduate degree in economics from the University of Florida, and master of science in mathematics and a Ph.D in economics from Purdue University. McAfee is the J. Stanley Johnson Professor of Business, Economics & Management at Caltech. He is on leave as Vice-President and Research Fellow at Yahoo!, where he heads an economic research team.



The author of many academic papers on auctions, McAfee was one of the designers of the Federal Communication Commission's first auction of radio spectrum rights for cellular phones. Over \$100 billion worth of airwaves and other items have been sold this auction design. He has run auctions in Mexico and advised several governments on auction use.

McAfee served as an economic expert in a variety of antitrust cases, including Exxon-Mobil, BP-Arco, Lockheed Martin-Northrop Grumman, and Peoplesoft-Oracle. He also testified in the *U.S. versus Rambus*, and has testified before three U.S. Senate committees on antitrust enforcement and gasoline pricing.

About Tracy R. Lewis

Tracy R. Lewis is the Martin L. Black Professor of Business Administration at the Fuqua School of Business, Duke University, and Director of the Duke University Innovation Center.



Other positions held by Dr. Lewis include the following: James Walter Eminent Scholar in Economics, University of Florida; Associate Director of Energy Studies, Public Utilities Research Center; Director, Program on Workable Energy Regulation (POWER); Professor of Economics, University of California, Davis; Professor of Economics, University of British Columbia; Assistant Director, Program in Natural Resource Economics; Visiting Associate Professor of Economics, California Institute of Technology; Associate Professor of Economics, University of British Columbia; Brookings Fellow,

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Washington, DC; Visiting Assistant Professor, University of British Columbia; Assistant Professor, University of Arizona.

In addition to the roles above, Dr. Lewis has served as Economic Advisor for the National Research Council, Academy of Sciences. He has been a consultant to numerous organizations including the Florida Attorney General's Office, the World Bank Project on Abatement of Greenhouse Gases, Florida Power and Light Company, the Federal Trade Commission, the Department of Energy, the Rand Corporation, and many others.

Dr. Lewis has published two books, numerous articles, and has served as editor on a wide range of journals including: the *Journal of Law, Economics and Organization*, the B. E. journals in industrial organization, and *Review of Network Economics*—to name a few. He has been awarded over 15 grants, fellowships, and awards.

Tracy earned his B.A. and Ph.D. at the University of California, San Diego.