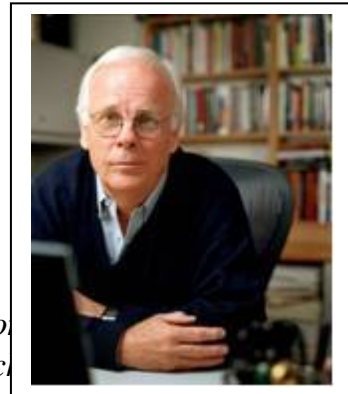


Biographical Sketch

Richard B. McKenzie

Richard McKenzie is the Walter B. Gerken Professor of Enterprise and Society in the Paul Merage School of Business at the University of California, Irvine.



Professor McKenzie has written more than twenty-five books and monographs, the latest of which are *Predictably Rational? In Search of Defenses of Rational Economics* (Springer 2009), *Why Popcorn Costs So Much: Other Pricing Puzzles* (Copernicus/Springer May 2008), *In Defense of Monopoly: How Market Power Fosters Creative Production* (University of Michigan Press, February 2008), and *Microeconomics for MBAs: The Economic Way of Thinking for Managers* (Cambridge University Press, 2006). His other titles include *Digital Economics: How Information Technology Has Transformed Business Thinking* (2003); *Trust on Trial: How the Microsoft Case Is Reframing the Rules of Competition* (2001); *Managing Through Incentives: How to Develop a More Collaborative, Productive, and Profitable Organization* (1998). His *New World of Economics*, co-authored with Gordon Tullock, has gone through five editions, has been published in five foreign languages, and has been used in most of the country's major colleges and universities.

In addition, Professor McKenzie has written several hundred pamphlets; articles; chapters for larger works; and scholarly articles for a variety of academic journals, including *Southern Economics Journal*, *Antitrust Bulletin*, *Public Choice*, *Journal of Political Economy*, and *Ethics*. His columns and general-interest articles have appeared in the *Wall Street Journal*, *New York Times*, *Los Angeles Times*, *Washington Post*, *USA Today*, *Christian Science Monitor*, *National Review*, *Forbes*, *Reader's Digest*, and most of the country's major regional newspapers.

Professor McKenzie's research ranges over a number of topic areas but concentrates on economic policy issues. His current research is concerned with neurological foundations of rational behavior. He has recently begun researching the economic causes and consequences of growing excess weight among Americans with special attention to the resource use and management implications of excess weight. The working title for a book that is expected to emerge from his

research is *Paying by the Pound: The Economics Causes and Consequences of America's Weight Problems*.

He has regularly received teaching awards from the fully employed and executive MBA students in the Merage School of Business at UCI, most recently from the Executive MBA Class of 2008. He has also received teaching awards from practically every other university where he has taught.

Professor McKenzie moved to the University of California, Irvine in 1991. His main teaching duties involve the microeconomic course for fully employed and executive MBA students. Several years ago, he was selected as one of the "Hottest 25 People in Orange County (Calif.);" by *OC Metro* magazine.

He received his B.S. from Pfeiffer College in North Carolina (1964), his M.A. from the University of Maryland (1967), and his Ph.D. from Virginia Tech (1972). He was awarded an honorary doctor of letters degree from his alma mater in 2001. He is a past president of the Southern Economic Association.

Professor McKenzie grew up at Barium Springs Home for Children (near Charlotte, North Carolina), an experience that led him to write *The Home: A Memoir of Growing Up in an Orphanage* (hardback in 1996 and paperback in 2006) and that caused him to edit *Rethinking Orphanages for the 21st Century* (1998) and *Home Away from Home: The Forgotten History of Orphanages* (forthcoming from Encounter Books, 2009). He is executive producer of a documentary film on *The Homecomings: The Forgotten World of America's Orphanages* (<http://homecomingmovie.org>) that was screened at several film festivals around the country and that received the Best Documentary Award in the Sedona (AZ) International Film Festival in early 2005. The film was aired in 2006, 2007, and 2008 on over 220 PBS stations around the country, including practically all major television markets.

He is married to Karen Albers McKenzie and has four children.

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