

Ayelet Fishbach

Author of *Get it Done*, and professor at the University of Chicago Booth School of Business



Ayelet Fishbach studies social psychology, management and consumer behavior. She is an expert on motivation and decision making, and has presented her research all over the world. She is currently a Professor at the University of Chicago Booth School of Business.

Fishbach has been published in many psychology and marketing journals, including the *Journal of Consumer Research*, the *Journal of Marketing Research*, *Psychological Science*, and the *Journal of Personality and Social Psychology*. She is on the editorial board of several journals, including the *Journal of Personality and Social Psychology* and the *Journal of Consumer Research*. Her research is regularly featured in the media, including WSJ, CNN, Chicago Tribune, NPR and was selected to be featured in the New York Times 'Annual Years in Ideas.' Fishbach is the recipient of several international awards, including the Society of Experimental Social Psychology's Best Dissertation Award and the Fulbright Educational Foundation Award. In 2006, she received the Provost's Teaching Award from the University of Chicago.

Fishbach earned a bachelor's degree with distinction in psychology in 1992, a master's degree *summa cum laude* in psychology in 1995, and a PhD *magna cum laude* in psychology in 1999, all from Tel Aviv University. She joined the Chicago Booth faculty in 2002

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