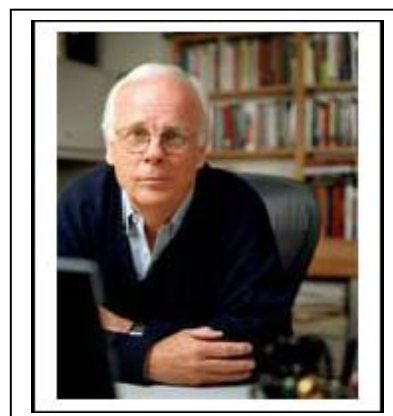


Biographical Sketch

Richard B. McKenzie

Richard McKenzie is the Walter B. Gerken Professor Emeritus of Enterprise and Society in the Paul Merage School of Business at the University of California, Irvine. He retired from the University of California, Irvine at the end of June 2011, but only to pursue an array of academic and non-academic (business and services) ventures, not the least of which is the development of a video course, involving nearly sixty thirty-minute lectures, on Microeconomics for Managers that will be available for distribution in summer 2011.



Professor McKenzie has written more than thirty books and monographs, the latest of which will be released in September 2011, **HEAVY!** *The Surprising Reasons America is the Land of the Free – And the Home of the Fat Copernicus* (Copernicus). His other recent books include **Predictably Rational?** *In Search of Defenses of Rational Behavior in Economics* (Springer 2010), **Why Popcorn Costs So Much at the Movies, And Other Pricing Puzzles** (Copernicus 2008), **In Defense of Monopoly: How Market Power Fosters Creative Production** (University of Michigan Press, 2008), and **Microeconomics for MBAs: The Economic Way of Thinking for Managers** (Cambridge University Press, 2006 and 2010). His earlier 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. A substantially revised and updated version of *The New World* for new generations of economics students will be released in late 2011.

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. He has regularly received teaching and service awards from the fully employed and executive MBA students in the Merage School of Business at UCI,

most recently the Distinguished Educator award from the Merage Business School in 2011. 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.

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* (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.

His letter of retirement and video slide show of his career in books and other projects are available at these links on the bottom of his Merage homepage:
<http://web.merage.uci.edu/~mckenzie/>.

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