Research Notes: Emily Rosenzweig

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Emily Rosenzweig's paper "The Performance Heuristic: A Misguided Reliance on Past Success When Predicting Future Prospects for Improvement" has been accepted for publication in the *Journal of Experimental Psychology: General*. The paper was co-authored with Clayton Critcher, assistant professor of marketing at the University of California - Berkeley's Haas School of Business. Rosenzweig is an assistant professor of marketing at Tulane University's A. B. Freeman School of Business.