Barry Schwartz, Ph.D., is the author of *The Paradox of Choice: Why More Is Less*. The message of the book is that too many choices can paralyze people and cause them to be dissatisfied with even good decisions. Called the “must-read” of the year by the *Guardian* of London, the book also received high praise from both *Business Week* and *Forbes Magazine* and has been translated into 14 languages.

Schwartz is a professor of psychology at Swarthmore College, in Pennsylvania. He has taught there since receiving his Ph.D. from the University of Pennsylvania in 1971. He has written 10 books; *The Battle for Human Nature* and *The Costs of Living* won the Athenaeum of Philadelphia’s prize for outstanding nonfiction book of the year, in 1986 and 1994, respectively.

Since the release of *The Paradox of Choice*, Schwartz has written related articles for *The New York Times*, *The Chronicle of Higher Education*, Slate, *Scientific American*, and the *Harvard Business Review*. He has been interviewed for NPR’s Morning Edition and on CNN, PBS and CBS and has lectured to diverse audiences, including members of the British and the Dutch governments. It appears that the “choice problem” is relevant in every corner of contemporary society.

At the President’s Council Weekend, Schwartz will give a talk on the challenges of consumer and personal choice and a talk on “moral jazz,” the idea that, in our everyday interactions with everyone from doctors to hairdressers, we seek people with not only professional ability, but also moral expertise—*mensches* with the judgment to improvise and figure out what will serve us best.

Schwartz is a founding member of Jewish Reconstructionist Federation congregation Mishkan Shalom in Philadelphia. He has received grants from the National Science Foundation, The Alfred P. Sloan Foundation and the MacArthur Foundation. He is a fellow of both the American Psychological Association and the Association for Psychological Science.