

EconOne

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**WHARTON PROFESSOR, ACCOMPLISHED
ECONOMIST AND EXPERIENCED EXPERT,
MARTIN ASHER JOINS ECON ONE.**

*By Martin Asher, Consultant to the firm, University of Pennsylvania,
Wharton School*

Yes, the Ivy League has come to Econ One. Martin Asher, PhD, is not only an esteemed professor at the country's top business school, he has been consulting as an economic expert in antitrust for more than 20 years. Dr. Asher has provided expert economic testimony regarding allegations of price fixing and market allocation. His work includes analysis of class certification issues and construction of damages models. Dr. Asher was the court-appointed expert in the largest U.S. gender discrimination damages case. He also has conducted contract research and evaluation for the Commonwealth of Pennsylvania, Department of Public Welfare.

Dr. Asher has published numerous articles, including his most recent, an empirical analysis of decision making in settlement negotiations, which was featured in the New York Times. He has been Director of Research and Scholars Programs at the University of Pennsylvania's Wharton School since 2004 and Director of the Joseph Wharton Scholars Program since 2000.

As a consultant to the firm, Dr. Asher's experience and knowledge will provide the perfect complement to Econ One's existing research and consulting practice. We see it as smart business 101.