

**BRADLEY T. SHAPIRO**

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**CONTACT INFORMATION**

University of Chicago Booth School of Business  
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**EMPLOYMENT** University of Chicago, Booth School of Business  
Associate (without tenure) Professor of Marketing, 2018-present  
Beatrice Foods Co. Faculty Scholar 2014-present  
Faculty affiliate, Center for Health and The Social Sciences, 2014-present  
Faculty affiliate, Becker Friedman Institute Health Initiative, 2017-present  
Assistant Professor of Marketing, 2014-present

**EDUCATION** Ph.D., Economics, Massachusetts Institute of Technology, 2014  
M.S., Mathematics, Virginia Polytechnic Institute & State University, 2009  
B.S., Mathematics, Virginia Polytechnic Institute & State University, 2007  
B.A., Economics, Virginia Polytechnic Institute & State University, 2007

**RESEARCH INTERESTS** Empirical Industrial Organization, The Economics of Advertising, Health Economics

**PUBLICATIONS** **“Positive Spillovers and Free Riding in Advertising of Prescription Pharmaceuticals: The Case of Antidepressants,”** *Journal of Political Economy*, 126(1), 2018.

**“Estimating the Cost of Strategic Entry Delay in Pharmaceuticals: The Case of Ambien CR,”** *Quantitative Marketing and Economics*, 14(3), pp. 201-231, 2016.

**“Informational Shocks, Off-Label Prescribing and the Effects of Physician Detailing,”** *Management Science*, forthcoming.

**“Advertising in Health Insurance Markets,”** *Marketing Science*, forthcoming.

**WORKING PAPERS** **“Promoting Wellness or Waste? Evidence from Antidepressant Advertising,”** 2018.

**WORK IN PROGRESS** **“Generalizable and Robust TV Ad Effects,”** with Günter Hitsch & Anna Tuchman, 2018.

**“Valuing Brand Collaboration: Evidence from a Natural Experiment,”** with Yewon Kim & Sanjog Misra, 2018.

**PUBLISHED  
CHAPTERS**

**“Regulation of Prescription Drug Competition and Market Responses: Patterns in Prices and Sales Following Loss of Exclusivity”** (with Murray L. Aitken, Ernst R. Berndt, Barry Bosworth, Iain M. Cockburn, Richard G. Frank and Michael Kleinrock), chapter 8 in Ana Aizcorbe, Colin Baker, Ernst R. Berndt and David M. Cutler, eds., *Measuring and Modeling Health Care Costs*, Chicago: University of Chicago Press for the National Bureau of Economic Research, 2018, pp. 243-271.

**INVITED TALKS**

2013: MIT Econ, MIT Sloan (Marketing), Columbia GSB (Marketing), Harvard Business School (Marketing), Chicago Booth (Marketing)  
2014: University of Maryland (Economics), IIOC, Stanford GSB (Marketing), Marketing Science, Bates-White, University of New South Wales (Marketing), Tulane (Economics)  
2015: ASSA, University of Naples (CSEF), University of Chicago (Health Economics), Yale Marketing-IO conference, UCSD Rady (Marketing), Marketing Science, Bates-White, iHEA Congress, NBER Summer Institute (IO), QME conference, Drexel (Economics)  
2016: Northwestern Kellogg (Marketing), UCLA (Public Health), Michigan Ross (Marketing), Rochester Simon (Marketing), Colorado Leeds (Marketing), Choice Symposium, London School of Economics, VATT, Norwegian School of Economics, ASHEcon, CIREQ Health-IO Conference at McGill, Duke Fuqua (Marketing)  
2017: UCSD Rady (Marketing), Wharton (Marketing), IIOC, Toulouse School of Economics, Tilburg, Bates-White, Marketing Science, Summer Institute in Competitive Strategy (SICS), IIPF, Princeton (Economics)  
2018: **completed:** University of Chicago Medical School, WUSTL Olin (Applied Micro), IIOC, Boston College (Economics), Yale SOM (Marketing), University of Washington Marketing Camp, ASHEcon, **planned:** Johns Hopkins (Economics), UNC-Chapel Hill (Economics), Columbia (Economics)

**REFEREE  
ACTIVITIES**

*Journal of Political Economy, Quarterly Journal of Economics, Review of Economic Studies, Econometrica, Marketing Science, Management Science, Quantitative Marketing and Economics, RAND Journal of Economics, Journal of Economics and Management Strategy, International Journal of Industrial Organization, Journal of Industrial Economics, Health Economics, Journal of Marketing Research, AEJ: Economic Policy*