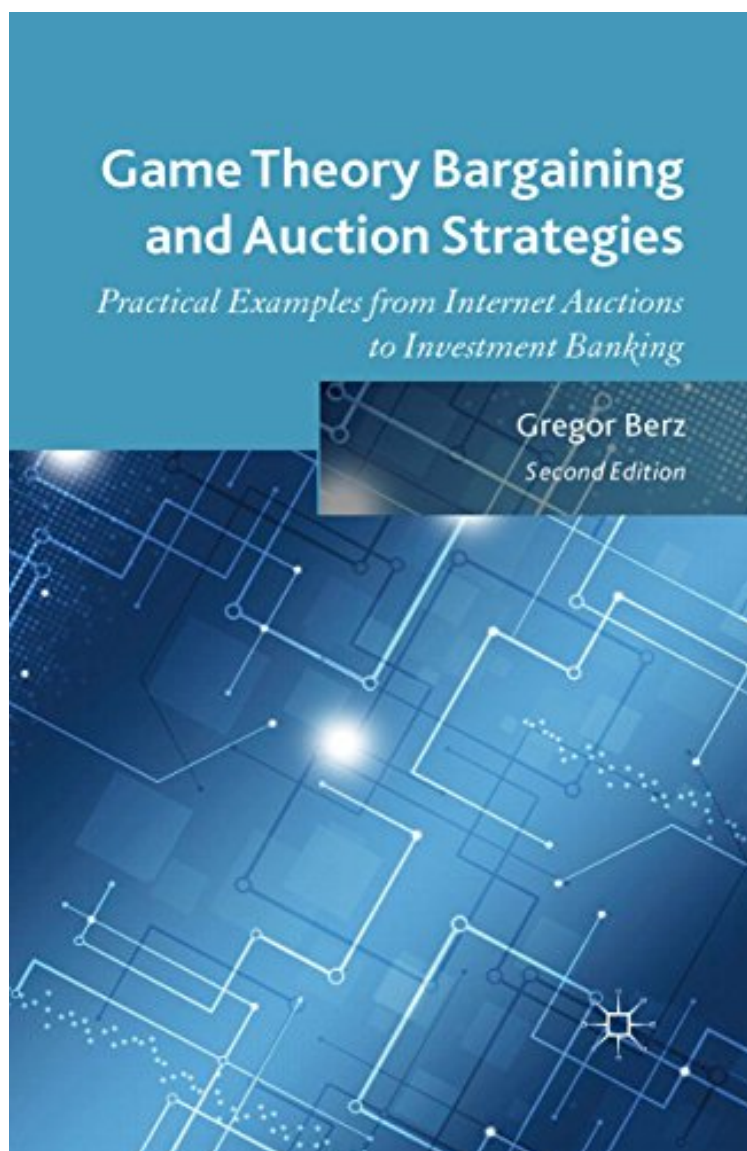


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About the Author Gregor Berz holds a Ph.D. in algebraic number theory and has been a business consultant with stations at Arthur Andersen, Arthur D. Little and BBDO since 1998. In 2007, he founded IFAMD GmbH (Institute for Applied Mechanism Design), which offers consulting services around preparation and execution of auctions and other price negotiation mechanisms.