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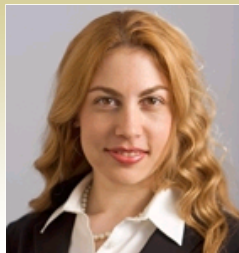
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Anat Keinan

ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION

UNIT

MARKETING

CONTACT

(617) 496-5931 [Send E-Mail](#)

INTERESTS

brands and branding, consumer psychology, customer behavior, decision-making, marketing, more >

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Anat Keinan is an Assistant Professor in the Marketing Unit at Harvard Business School. She received her Ph.D. in Marketing, with distinction, from Columbia Business School. At HBS, she teaches the core marketing course to first-year MBA students.

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FEATURED WORK

[THE POOR PAYOFF OF PLEASURE POSTPONED](#)
 HARVARD MAGAZINE, SEPTEMBER-OCTOBER 2009

A need to feel efficient, and a tendency to feel guilty when we do something “just for fun,” may be universally human. But the Israeli-born Keinan says productivity-obsessed Americans take this to an extreme, viewing pleasurable pastimes as wasteful, irresponsible, and even immoral. Keinan and Columbia Business School professor Ran Kivetz call this *hyperopia*—the habit of overestimating the benefits one will receive in the future from making responsible decisions now. They write that this phenomenon—the name, drawn from ophthalmology, means “farsightedness”—works to our detriment by driving people “to underconsume precisely those products and experiences that they enjoy the most.”

ADDITIONAL INFORMATION

[Anat Keinan in HBS Working Knowledge](#)

