

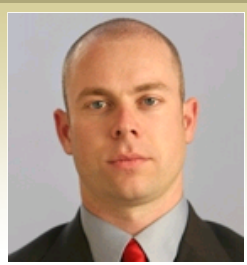
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Peter A. Coles

ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION

| | |
|------------------|--|
| UNIT | NEGOTIATION, ORGANIZATIONS & MARKETS |
| CONTACT | (617) 495-9819 Send E-Mail |
| INTERESTS | electronic commerce, electronic markets, game theory, market design, networks, more > |

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Peter Coles is a member of the Negotiation, Organizations, and Markets Unit at Harvard Business School. Peter's research focuses on entrepreneurial market design - the study of creating for-profit marketplaces. Such marketplaces often require innovations (market rules, information flows, timing adjustments, reputation mechanisms) to resolve longstanding inefficiencies (lack of market thickness, adverse selection, high transaction costs, etc). These innovations can create significant value for market participants, and at the same time offer a promising business model for the entrepreneur.

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RESOURCES :

- [Baker Library | Bloomberg Center](#)
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