



After 31 years on the marketing faculty— nine as chair—**Bill Danko** achieved emeritus status in 2007 at the School of Business, State University of New York at Albany. During his tenure, he studied consumer behavior, and in particular the topic of wealth formation. He is the co-author of *The Millionaire Next Door*, a research-based book about wealth in America that has been ranked as a best seller by *The New York Times* for more than three years. His academic publications have appeared in the *Journal of Consumer Research*, *Journal of Business Research*, *Journal of Advertising Research*, and other leading journals.

Danko earned his Ph.D. at Rensselaer Polytechnic Institute's (RPI) Lally School of Management and Technology in 1983. "In recognition of conspicuous attainments and service in collegiate activities," Danko was inducted into the Omicron Delta Kappa society in 2005. He resides in upstate New York with his wife, and is the father of three adult children, none of whom ask him for money.

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William Danko

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