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Attracting the best and the brightest

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Dear [informal salutation],

Mike Palazzolo's professors at the Graduate School of Management knew he was special when he was earning his MBA. So it was no surprise when he returned to the GSM as an assistant professor in 2016 in the midst of national attention for his first published research study.

"Why the poor pay more for toilet paper" was an irresistible topic for the Washington Post, CNN Money and other leading outlets as they reported on research Palazzolo MBA '09 co-authored while earning his Ph.D. from the University of Michigan.

Low-income households, Palazzolo found, pay more for basic necessities because often they can't afford the higher upfront costs of buying in bulk or stocking up on sales items.

Palazzolo credits scholarships with attracting him to GSM as a student. And the outstanding education he received here inspired him to return.

Your support for the Graduate School of Management helps us attract brilliant students as we prepare the next generation of business leaders.

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"Philanthropy allows us to offer scholarships to really great students who could otherwise not afford business school. Scholarships have helped me. And I donate so that other people have the same opportunity I had."

—ASSISTANT PROFESSOR MIKE PALAZZOLO MBA '09