



## **MANAGEMENT EXPERIENCE**

- 1993 - present      Chairman  
Copernicus Marketing Consulting and Research  
Kevin was Chairman and CEO of the firm until 2008 when he stepped down from CEO responsibilities to devote more time to writing and public speaking. Founded in 1993, Copernicus specializes in marketing strategy development and implementation. Headquartered in Norwalk, CT, the firm has branch offices in Boston, MA, Phoenix, AZ, Mexico City and Monterey, Mexico, São Paulo and Rio de Janeiro, Brazil, and Dubai. Clients include, among others: *Absolut Vodka, American Greetings, AT&T, AutoZone, Bank of America, Bayer, Blue Cross/Blue Shield, BMW, Boehringer Ingelheim, Bombardier, Boston Beer, Bristol Myers Squibb, British Petroleum, Bulova, Cardinal Health, Citizens Bank, Coca-Cola, Comcast, Constellation Brands, Crayola, Darden Restaurants, Deluxe Financial Services, Domino's, Dubai Holding, Dunkin' Donuts, Exxon Mobil, ESPN, GE, Green Mountain Coffee, The Hartford, Harvard University, Heinz, Hess Oil, Hershey, Hewlett-Packard, Hyatt Hotels, IBM, Inbev, Ingram Micro, Irving Oil, Johnson & Johnson, Kraft, Lexus, Liberty Mutual, Lifetouch, Lubrizol, MasterCard, Microsoft, Nestle, NFL, Panera Bread, Pepsi Cola, Pfizer, Philip Morris, Procter & Gamble, SAKS Fifth Avenue, Scotts, Sony, Stryker, Texas Instruments, Toyota, Travelers, Under Armour, UBS, Universal Studios, Univision, The University of Vermont and VISA*
- 1986 - 1992      Chairman, Yankelovich Skelly White/Clancy Shulman – known as Yankelovich Clancy Shulman until 1992 - (later Yankelovich Partners) one of the largest and most prestigious marketing, public opinion and social science research firms in the U.S. and internationally from the late 60s through late 90s. YCS pioneered the use of simulated test marketing, lifestyle tracking and optimization technology in the marketing research industry.
- 1982 - 1985      Chairman, Clancy Shulman and Associates.  
A marketing consulting firm that pioneered the development of "productized" state-of-the-science methodologies and models for the solution of marketing problems. The business was sold to Saatchi & Saatchi Advertising and merged with Yankelovich Skelly and White and re-branded as Yankelovich Clancy Shulman.
- 1966-1972      Vice President and Senior Associate Research Director, BBDO Advertising, now an Omnicom company. My clients included American Brands, AT&T, Burger King, Campbell Soup, Chrysler, General Electric, Gillette, Merck, National Distillers, Pepsico, Richardson Vicks, Schaefer Beer, United Brands, Upjohn and Warner Lambert.

## **TEACHING EXPERIENCE**

- 2003 – Present                      Guest Lecturer  
Lecture on marketing, marketing research and advertising topics at different institutions including Babson College, Boston College, Boston University, Brandeis University, Dartmouth College, Duke University, Harvard Business School, The University of Iowa, Sloan School at MIT, University of Denver, University of North Carolina University of Texas and The University of Pennsylvania.
- 1992 - 2002                          Adjunct Professor of Marketing  
Boston University, School of Management  
Resigned tenured position but continued to work on an unsalaried basis with selected doctoral students and MBAs; Advised students interested in consulting/research careers; and delivered occasional lectures.
- 1977-1991                            Professor of Marketing, Director of The Doctoral Program and Chairman of the Appointments, Promotion and Tenure Committee, Boston University School of Management  
Major responsibilities included teaching Marketing Research, Advertising Management, and Consumer Behavior to MBAs and Ph.D. students. Offered one doctoral seminar in marketing annually and managed The Doctoral Program in Management.
- 1976-1977                            Visiting Associate Professor – Brussels, Belgium  
Université Libre de Bruxelles (U.L.B.)  
On leave from The University of Pennsylvania, taught a variety of graduate level marketing and organizational behavior and research methods courses.
- 1971-1976                            Dual appointment as Assistant Professor of Sociology (Faculty of Arts and Sciences) and Assistant Professor of Marketing (Wharton School) University of Pennsylvania, Philadelphia PA. Major responsibilities included teaching courses in interdisciplinary research methods, multivariate statistics and computer-based data analysis to doctoral students and undergraduates in sociology and psychology; advertising management and communications theory to MBA students; and managing Penn’s Social Science Data Center.

## **BOOKS**

*Your Gut is Still Not Smarter Than Your Head: How Fact-Based Marketing Can Drive Growth and Profits* (with Peter Krieg), Hoboken, New Jersey, John Wiley & Sons (2007)

*Market New Products Successfully* (with Peter Krieg and Marianne Wolf), Lanham, Maryland, Lexington Books—A Division of Rowman & Littlefield (2006)

*Counterintuitive Marketing: Achieve Great Results Using Uncommon Sense* (with Peter Krieg), New York: The Free Press – A Division of Simon and Schuster (2000). Published in 5 languages.

*Uncover The Hidden Power of Television Programming: And Get the Most From Your Advertising Budget* (with David Lloyd), Thousand Oaks: CA: Sage Publications (1999)

*Simulated Test Marketing: Technology for Launching Successful New Products* (with Robert S. Shulman and Marianne Wolf), New York: Lexington Books – A Division of Macmillan, Inc., (1994)

*Marketing Myths That Are Killing Business: The Cure for Death Wish Marketing* (with Robert S. Shulman), New York: McGraw-Hill, Inc. (1993). Published in 8 languages.

*The Marketing Revolution: A Radical Manifesto for Dominating the Marketplace* (with Robert S. Shulman), New York: HarperBusiness - A Division of Harper Collins Publishing (1991). Published in 7 languages.

*The Public Image of Courts: Highlights of A National Study of the General Public, Judges, Lawyers and Community Leaders*, Monograph written with Yankelovich, Skelly and White, Inc. and published by The National Center for State Courts, Washington, D.C., (1978)

"Response Biases: Conditions and Consequences"; "Modeling Effects: Annoyance or Bias"; and "Social Desirability and Invalidity," (three chapters with Derek Phillips) in Derek Phillips', *Abandoning Method*, San Francisco: Jossey Bass (1974)

*Knowledge From What* (assisted senior author Derek Phillips); Chicago: Rand McNally (1970)

### **BOOKS IN PROGRESS**

"*Test Market – A New Product Simulation Game.*" This work integrates a business case with the *Discovery* new product simulation model and a large number of actual research studies. Players can buy (or not buy) one or more of these studies in order to improve their new product decision making in twelve different areas. The objective of the game is to maximize profitability after three years.

"*The Seven Zones of Love: New Discoveries About Your Relationships Based on The Secret Writings of Nicolaus Copernicus*" This book is based on the musings of the scientific genius who fired the opening salvo in the modern scientific revolution. When, turning common sense on its head, he proposed that a rotating Earth revolving with the other planets about a stationary Sun could account for the apparent motion of the Sun and its planets.

## **ADDITIONAL PUBLICATIONS**

"Problems with Derived Importance Coefficients in Brand Strategy and Customer Satisfaction Studies," (with Paul Berger), submitted to *The Journal of Advertising Research*.

*"Similar is NOT the Same: Critical Findings About Influentials and Bloggers (with Ami Bowen), ebook, May 2011*

*"State-Of-The-Science-Market-Segmentation: Making Results Actionable for the Entire Marketing Organization," Book Chapter, Leading Edge Marketing Research: Twenty First Century Tools and Practices, Spring 2011*

*"How to Define a 'Good Target' in the Digital Age: Five Characteristics to Spot in Determining the 'Best' Customers," (with Peter Krieg), AdAge.com, November 17, 2010*

*"Getting a Grip: Marketers Need to Take Hold of Innovation Return on Investment," Marketing Management Magazine, Spring 2010*

*"Yes You Can! Get More Out of Segmentation Research," (with Peter Krieg and Henry Gamse), ebook, February 2010*

*"Jump-Start Marketing Accountability: Three Ideas for Giving CFOs and CMOs Something Better in Common," (with Peter Krieg) MarketingPros.com, August 25, 2009*

*"Make the ROI Needle Jump the Groove: Five Steps to Better Targeting Health," (with Eric Paquette), DTC PERSPECTIVES, March, 2009*

*"Five Marketing Tips: Start the New Year Off Right," (with Peter Krieg), Sales and Service Excellence Magazine, January 2009*

*"Corporate Psychics Are Taking Our Seat at the Table: Three Steps PR Can Take to Become the Strategic Guide of Choice," (with Ami Bowen), Bulldog Reporter' Daily 'Dog - August 7, 2008*

*"Reports of the Death of CMO's Greatly Exaggerated," (with Ami Bowen), CMO Journal, August, 2008*

*"A Look Into Our Suppliers' World: Sponsorship and Event Marketing Gets a Fact-Based Makeover, (with Peter C. Krieg) Association Executive, July/August 2008*

*"Barak Obama: A Brand to Believe In?," (with Ami Bowen), Brandweek, May 2008*

*"Management Myth #1: Your gut is still not smarter than your head," (with Peter Krieg), Leadership Excellence, April 2008*

- "The Power of Intuition And Why It's the Biggest Myth in Business Today," (with Peter Krieg), *ChangeThis.com*. February 2008
- "Don't Let the Poor Results From Marketing Metrics Get You Down," (with Peter Krieg), *BtoB Magazine*, February 11, 2008
- "Tangible Marketing: Influencing Customer Choice,/How Fact-Based Positioning Strategies Can Influence Consumer Choice) (with Peter C. Krieg), *Sales and Marketing Management*, January 31,2008
- "10 Ways to Make the New Year Happy," (with Peter Krieg and Steve Tipps), *ADAGE.COM*, December 2007
- "With Marketing, It's Your Head Not Your Gut," (with Peter Krieg), *BUSINESSEGE.COM*, October 26, 2007
- "An End to Doorstops: Segmentation Studies Should do More Than Sit on Your Floor," (with Peter Krieg and Henry Gamse) *MARKETING RESEARCH*, Fall, 2007
- "Ending the Bitter Feud Between Sales and Marketing," (with Peter Krieg) *SALES AND MARKETING MANAGEMENT*, September 2007
- "Marketing Smart," (with Peter Krieg), *SALES AND SERVICE EXCELLENCE*, August, 2007
- "When it Comes to Marketing, Your Gut Is Still Not Smarter Than Your Head," (with Peter Krieg) *SELLINGCROSSING.COM*, June 25<sup>th</sup>, 2007
- "The Effects of Visual Enhancement On Attribute/Benefit Desirability and Brand Perception Measures: Implications for Reliability and Validity," (with Sam Rabino), *THE JOURNAL OF ADVERTISING RESEARCH*, March 2007
- "Birds on Hippos: Take a Lesson From Nature, and Go From 'Just Another Vendor' to a Real Business Partner With Knowledge Leadership," (with Peter Krieg and Kevin Hartley), *MARKETING MANAGEMENT*, Nov/Dec 2006
- "Utilidade e Fundamental," *FORBES BRASIL*, November 14, 2006
- "Women In Marketing: Succeeding...Naturally! - A Study of the Decision Making Styles of Marketing Executives," (with Ami Bowen), a study co-sponsored by Brandweek, September 2006
- "Para Segmentar Bem," *VENDA MAIS (Brazil)*, September 8, 2006
- "10 Motivos Pelos Quais Novos Produtos Ou Servicos Fracassam," *VENDA MAIS (Brazil)*, August 9, 2006
- "Como Ser Enganado Pelos Numeros," *VENDA MAIS(Brazil)*, July 11, 2006
- "Hooked On a Feeling: Inspire Consumers to Choose Your Brand With a Compelling Positioning Strategy," *MARKETING HEALTH SERVICES*, Summer 2006

"The Impact of TV Program Involvement on Advertising Effectiveness," (with Steve Tipps, Ph.D.), COURT TV and its ROI Partners, June 2006

"Fact Finder: Go Beyond Faith When Making Decisions About Sponsorships and Events," *MARKETING MANAGEMENT*, May/June 2006

"Para Reposicionar Sua Marca," *VENDA MAIS*(Brazil), May 31, 2006

"3 Regras Para Garantir O Retorno Do Seu Patrocinio Ou Evento," *VENDA MAIS*(Brazil), May 3, 2006

"Posicionar O Servico/Produto Ou A Marca?" *VENDA MAIS*(Brazil), March 29, 2006

"Pense Antes De Achar Que Nao Funciona," *VENDA MAIS*(Brazil), March 10, 2006

"Psicanalise: Freud Nao Explica Como Vender," *VENDA MAIS*(Brazil), February 2, 2006

"A Tirania Do Marcocentrismo Continua," *VENDA MAIS*(Brazil), January 10, 2006

"Jornalismo De Marca: O Que E E Por Que Dificilmente Da Certo," *VENDA MAIS*(Brazil), December 30, 2005

"A Six Sigma Approach to Marketing Accountability," (with Peter Krieg), *THE ADVERTISER*, October 2005

"Resurrect Your Brand Using Six Sigma Thinking," (with Peter Krieg), *MARKETING RESEARCH MAGAZINE*, Fall 2005

"Take a Stand: Brand Marketers Need to Develop a Compelling Positioning and Make Their DTC Brand Stand for Something," *DTC Perspectives*, June 2005

"Don't Blame the Metrics," (with Randy Stone), *THE HARVARD BUSINESS REVIEW*, June 2005

"The Check's in the Mail: The Transformation of Deluxe Financial Services Is The Stuff Of Business Legend," (with Kevin Hartley), *MARKETING MANAGEMENT*, January/February 2005

"A Tectonic Shift in Advertising," (with Peter Krieg), *Aegis Globe*, Winter 2005

"Media Revolution," (with Peter Krieg), *Aegis Globe*, Summer 2005

"Listen and Learn, Industry Commoditization is a Wake-Up Call to Short Listening Customers," *MARKETING MANAGEMENT*, July/August 2004

"What Happens When you're Not the Only Game in Town: Defensive Response Modeling Holds Promise for Viagra and Others Facing New Competition," *DTC PERSPECTIVES* (with Steve Tipps, Ph.D), March 2004

"Targeting and Positioning: The Keys to Transformational Marketing Strategy," (with Peter Krieg), *MARKET WATCH*, March/April 2004

"Product Life Cycle: A Dangerous Idea," (with Peter Krieg), *BRANDWEEK*, March 2004

"Illustrations of The Ecological Fallacy in Advertising Research," (with Paul Berger and Thomas Magliozzi), *THE JOURNAL OF ADVERTISING RESEARCH*, December 2003

"Surviving Innovation," (with Peter Krieg), *MARKETING MANAGEMENT*, March/April 2003

"Caminhos Para Aparecer e Crescer," *HSM MANAGEMENT*, Brazil, January – February 2003

"A Wake-Up Call for All Marketers," (with Peter Krieg), *BRANDWEEK*, January, 2003

"Why Many Ads Don't Deliver," *PODER*, Mexico, December, 2002

"Habla el nuevo guru del mercadeo," *PUBLICIDAD & MERCADEO*, Columbia, October, 2002

"The Opening Salvo for Better Marketing," *PODER*, Mexico, October, 2002

"La publicidad no debería ser un misterio," *PUBLICIDAD & MERCADEO*, Columbia, September, 2002

"Rescue Brands," *MERCA 2.0 MEXICO*, September, 2002

"The Power of a Marketing Vision," *MERCADO ARGENTINA*, August, 2002

"Abaixo A Intuição," *HSM MANAGEMENT*, Brazil, July-August, 2002

"Counterintuitive Thinking – Rescue your Brands from Becoming Commodities Before It's too Late," *PUBLICIDAD & MERCADEO*, COLUMBIA, July, 2002

"A Simple Answer for Advertising Agencies," *MERCA 2.0 MEXICO*, July 2002

"Marketing Science Hasn't Failed," (with Peter Krieg), *BRANDWEEK*, May, 2002

"Brand Confusion," (with Jack Trout), *HARVARD BUSINESS REVIEW*, March, 2002

"Surviving Death Wish Research," (with Peter Krieg), *MARKETING RESEARCH*, Winter 2002

"Romantic Marketing Goals Can Become Reality," *MARKETING RESEARCH*, Fall 2001

"Counterintuitive Approaches To Outstanding Marketing," *THE ADVERTISER*, October 2001

"Sleuthing, Not Slashing for Growth," *THE CONFERENCE BOARD MAGAZINE OF IDEAS AND OPINION*, September 2001

"Save America's Dying Brands," *MARKETING MANAGEMENT*, September 2001

"Whatever Happened to Positioning?" *BRANDCHANNEL.COM*, Featured paper, September 2001

"The Commoditization of Brands and Its Implications for Marketers," *BRANDCHANNEL.COM*, Featured paper, June 2001

"Stemming a Slide: A Lesson From the Red Sox," (with Lois Kelly), *BRANDWEEK*, April 2001

"Getting Serious About Building Profitable Online Retail Brands," *ARTHUR ANDERSEN AND THE CENTER FOR RETAILING STUDIES*, November 2000

"Boy, Oh Boy, Testosterone Marketing Completely Misses the Mark," (with John Bernbach), *ADWEEK*, September 2000

"Speed Branding A Go-Go," *THE WALL STREET JOURNAL EUROPE*, June 2000

"Making More Sense of MCAS Scores," *THE BOSTON GLOBE*, April 2000

"The Blind Leading the Bland," *CONTEXT*, November/December 1999

"Look, Ma, No Strategy," *ADVERTISING AGE*, October 1999

"EBay A Tale Of Survival Against The Odds," (with Richard Minitzer) *AUSTRALIAN FINANCIAL REVIEW*, September 8, 1999

"Strategic Retreat," *ADWEEK*, August 1999

"What the Fired CEOs Have in Common," *BRANDWEEK*, May 1999

"The Testosterone Rush: A Study of Senior Marketing Executives' Decision-Making & Management Styles," (with Doug Calhoun), released by *THE CONFERENCE BOARD*, October 1998

"At What Profit Price?" *BRANDWEEK*, June 1997

"One-on-One Direct Marketing: Retailer's Way to Get and Keep Customers," *MARKETING NEWS*, July 1996

"Marketing: Avoid These 6 Fatal Flaws," *CITIBANK NEWSLETTER*, July 1996

"The New Marketing: The Source for Corporate Growth," *THE DELAY LETTER*, January 1996

"Putting an End to Death Wish Marketing," *PROCEEDINGS OF THE CONFERENCE BOARD*, November 1995

"Secrets of Better and Cheaper Test Marketing," *BOTTOM LINE BUSINESS/BOARDROOM REPORTS*, November 1995

"Marketing—Ten Fatal Flaws," (with Robert S. Shulman), *ARTHUR ANDERSEN RETAILING ISSUES NEWSLETTER*, November 1995

"Test for Success: How Simulated Test Marketing Can Dramatically Improve the Forecasting of a New Product's Sales," *SALES AND MARKETING MANAGEMENT*, October 1995

- "The Elusive Search for the Ace of Diamonds," *ADVERTISING AGE*, October 1995
- "Marketing als Erfolgskiller (Marketing as Success Killer)," (with Robert S. Shulman), *MARKT UND MITTELSTAND*, September/October 1995
- "What's New in Simulated Test Marketing," *THE MARKETING REVIEW*, Fall 1995
- "Simulated Test Marketing: New Technology for Solving an Old Problem," *THE ADVERTISER*, Fall 1995
- "Improving the Odds with STMs," *QUIRK'S MARKETING RESEARCH REVIEW*, Fall 1995
- "Seven Universal Keys to Successful Brand Building," *THE PACKER*, (with Robert S. Shulman), August 1995
- "Revolución sin Mitos," *MANAGEMENT Y GESTION*, July 1994
- "Pitching a New Model of Marketing," *THE BOSTON GLOBE*, June 1995
- "The Perils of Death Wish Marketing," *THE ADVERTISER*, Spring 1994
- "Contrapunto: McKenna vs. Clancy," *NEGOCIAS*, September 1994
- "Marketing with Blinders On," *ACROSS THE BOARD*, October 1993
- "Marketing's New Paradigm: What's Really Happening," *THE PLANNING FORUM NETWORK*, Summer 1992
- "It's Better to Fly a New Product Simulator Than Crash the Real Thing: Simulated Test Marketing," (with Robert S. Shulman), *PLANNING REVIEW*, July/August 1992
- "Death Wish and 'Modern' Marketing," *BOARDROOM REPORTS*, May 1992
- "The Payoffs of a Winning Corporate Reputation," *PROCEEDINGS OF THE CONFERENCE BOARD CORPORATE IMAGE CONFERENCE*, Spring 1992
- "Marketing's 10 Biggest Myths," (with Debra Goldman), *AdWeek Feature*, February, 1992
- "Television Program Involvement & Advertising Response: Some Unsettling Implications For Ad Copy Testing," (with David W. Lloyd), *THE JOURNAL OF CONSUMER MARKETING* 8, no. 4, Fall 1991
- "CPMs Versus CPMIs: Implications for Media Planning Based on New Evidence Regarding Television 'Program Environment'," (with David W. Lloyd), *JOURNAL OF ADVERTISING RESEARCH* 31, no. 4, August/September 1991
- "The Coming Revolution in Advertising: Ten Developments Which Will Separate Winners From Losers," *JOURNAL OF ADVERTISING RESEARCH* 30, February/March 1991

"From 'Maximization' to 'Optimization': New Directions in Marketing and Marketing Research in the 1990s," (with Peter Krieg), *MARKETING AND RESEARCH TODAY*, August 1990

"From 'Myopic Maximization' to 'Panoramic Optimization': New Directions in Financial Services Marketing and Marketing Research in the 1990's," *JOURNAL OF THE SOCIETY FOR OPINION AND MARKETING RESEARCH* 18, no. 3, August 1990

"The Effects of Media Timing and Media Weight on Market Response for New and Established Products," (with Joseph Blackburn and Dale Wilson), BOSTON UNIVERSITY SCHOOL OF MANAGEMENT WORKING PAPER, 1990

"Forecasting Awareness of New Products and Penetration of New Campaigns for Established Products: An Application of Litmus," (with Joseph Blackburn & Dale Wilson), BOSTON UNIVERSITY SCHOOL OF MANAGEMENT WORKING PAPER, 1990

"Hearts, Minds and Computers," *MARKETING AND MEDIA DECISIONS: TOOLS OF THE TRADE*, November 1989

"A Test for Market Research," *Published Interview in NEWSWEEK*, December 1987

"Gap and Grid Analyses: Parallel Paths to the Wrong Strategy," (with Kathryn Britney), BOSTON UNIVERSITY SCHOOL OF MANAGEMENT WORKING PAPER, 1985

"Litmus: A New Model to Help Optimize Marketing Plans for New Products and Services," (with Joseph Blackburn and Lisa Carter), in *ARE INTERVIEWS OBSOLETE? DRASTIC CHANGES IN DATA COLLECTION*, Amsterdam: European Society for Opinion and Marketing Research, 1984

"Awareness Forecasting Models Comment," (with Joseph Blackburn), *MANAGEMENT SCIENCE* 3, No. 3, Summer 1984

"The ROI of Corporate Advertising," *MARKETING SCIENCE INSTITUTE CONFERENCE PROCEEDING*, February 1984

"Toward an Optimal Market Target: A Strategy for Market Segmentation," (with Mary Lou Roberts), *JOURNAL OF CONSUMER MARKETING*, Summer 1983

"Use Optimization Modeling to Identify Target Markets and Design Market Plans," *MARKETING NEWS*, (with Robert S. Shulman), January 1983

"Litmus: An Evolutionary Step in New Product Planning Models: From Marketing Plan Evaluation to Marketing Plan Generation," in *ADVANCES AND PRACTICES OF MARKETING SCIENCE*, Fred S. Zufryden (ed.), Providence, RI: The Institute of Management Sciences, 1983

"Litmus: A New Product Planning Model," (with Joseph Blackburn), in *MARKET MEASUREMENT AND ANALYSIS*, Robert P. Leone (ed.), Providence, RI: The Institute of Management Sciences, 1983

- "Litmus: A New Product Planning Model," (with Joseph Blackburn), in *MARKETING PLANNING MODELS*, A. A. Zoltners (ed.) Amsterdam: North Holland Publishing Company, 1982
- "Copy Testing Methods and Measures Favored by Top Ad Agency and Advertising Executives," (with Lyman E. Ostlund), *JOURNAL OF THE ACADEMY OF MARKETING SCIENCES* 10, Winter 1982
- "Sentence Decision Making: The Logic of Sentence Decisions and The Extent and Sources of Sentence Disparity," (with John Bartolomeo, David Richardson and Charles Wellford), *JOURNAL OF CRIMINAL LAW AND CRIMINOLOGY*, Summer 1981
- "Inertia in Copy Research," (with Lyman E. Ostlund and Rakesh Sapra), *JOURNAL OF ADVERTISING RESEARCH* 20, February 1980
- "False Reporting of Magazine Readership," (with Lyman E. Ostlund and Gordon Wyner), *JOURNAL OF ADVERTISING RESEARCH* 19, October 1979
- "Questions of Validity in Surveys of Psychiatric Disorder," in Raymond Prince (ed.), *PSYCHOLOGICAL STRESS MEASURES FOR COMMUNITY STUDIES* 1977
- "Further Comments on Sex Differences in Studies of Psychiatric Disorder," (with Walter Gove), *AMERICAN JOURNAL OF SOCIOLOGY* 82, March 1976
- "The Reliability and Validity of Alternative Methods of Testing Television Commercials," (with Lyman E. Ostlund), *JOURNAL OF ADVERTISING RESEARCH* 16, February 1976
- "Pollsters and Pundits—The Tricks of the Trade," (with Lee Benson), *THE NATION*, November 1974
- "Sex Differences in Respondents' Reports of Psychiatric Symptoms: An Analysis of Response Bias," (with Walter Gove), *AMERICAN JOURNAL OF SOCIOLOGY* 80, July 1974
- "An Exploratory Study of the Validity of the Self-Reporting Technique for Measuring Physician Readership in Medical Publications," *BIO-MEDICAL PUBLICATIONS*, Summer 1974
- "Problems in Market Segmentation," *MARKETING REVIEW* 12, June 1973
- "Modeling Effects in Survey Research," (with Derek Phillips), *PUBLIC OPINION QUARTERLY* 36, Summer 1972
- "Some Effects of 'Social Desirability' in Survey Studies," (with Derek Phillips), *AMERICAN JOURNAL OF SOCIOLOGY* 77, March 1972
- "Reply to Harvey," (with Derek Phillips), *AMERICAN SOCIOLOGICAL REVIEW* 36, June 1971
- "Positional Effects in Shared Cost Surveys," (with Robert Wachsler), *PUBLIC OPINION QUARTERLY* 35, Summer 1971
- "TV Commercial Recall Correlates," (with David Kweskin), *JOURNAL OF ADVERTISING RESEARCH* 11, April 1971

"Why Some Attitude Scales Predict Better," (with Robert Garsen), *JOURNAL OF ADVERTISING RESEARCH* 10, October 1970

"Response Biases in Field Studies of Mental Illness," (with Derek Phillips), *AMERICAN SOCIOLOGICAL REVIEW* 35, June 1970

### ***SELECTED PAPERS AND PRESENTATIONS GIVEN AT PROFESSIONAL MEETINGS***

*"Digital Strategies Illustrated: Translating Insights Into Action," AMA Atlanta, June 21, 2011*

"Your Gut is Still Not Smarter Than Your Head: Improving Targeting, Positioning and Advertising," AMA Dallas, May 18, 2011

*Three Things You Can Do to Shake Up Marketing and Drive Organic Growth," Dinner Speaker, Sales & Marketing Professional Association, Lexington, MA, March 29, 2011*

"Steps to Improve Advertising ROI," Webcast for BrightTALK Channel, March 23, 2011

"Gathering Data and Mobilizing Analytics to Drive Organic Growth," ISBM Winter Meeting, Dallas, Texas, March 1-2, 2011

"How To Improve Your Marketing ROI Using Facts Instead of Your Gut," Keynote Lecture, Morris Hitte Institute, University of Texas, Dallas, November 12, 2010

"Positioning SOS," Webcast for BrightTALK Channel, October 27, 2010

"Transformational Marketing: Changing Brand Trajectories, Career Paths and Sometimes Even Entire Industries," Guest Lecture - Boston University Graduate School of Management, October 20, 2010, (Boston, MA)

"Your Gut Is Still Not Smarter Than Your Head: Three Things You Can Do Today To Improve Marketing Performance Tomorrow," The Conference Board Council on Marketing Research, (Lake Buena Vista, FL) September 30, 2010

"Innovation ROI," Brand ManageCamp Webinar September 16, 2010

"Using Profit Focused Market Segmentation to Move Moribund Markets," Business Marketing Association Thought Leaders Series Webcast, July 20, 2010

"Blogging and Personal Influence: New Insights from Copernicus," Webcast for BrightTALK Channel, July 14, 2010

"Building a Winning Not-For-Profit Brand for the 21st Century," Association for Communication Excellence Annual Meeting, (St. Louis, MO) June 15, 2010

"Seven Questions to Ask About Buyers in Your Category or Industry," Sales & Marketing Executives International Webcast, June 1, 2010

*"Measuring The Effects of Marketing Investments in 30 Days,"* Webcast for BrightTALK Channel, May 11, 2010

*"Four Ways to Determine the Impact of Marketing Investments in 30 Days or Less,"* Sales & Marketing Executives International Webcast, May 4, 2010

*"A 2-Hour Seminar on The State-of-the-Science Thinking on Market Segmentation, Targeting and Positioning,"* Georgia State University CMO Roundtable (Atlanta, GA), April 9, 2010

*"Your Gut is Still Not Smarter Than Your Head: Improving Targeting, Positioning and Advertising,"* Guest Lecture - Boston University Graduate School of Management, April 5, 2010 (Boston, MA)

*"Overcoming Obstacles to Insights: How Marketers can Accelerate their Understanding of the Payback on Marketing Investments,"* Keynote speaker IIR Measure-Up Conference (Chicago, IL), March 2010

*"Audit Your Market Segmentation to Improve ROI."* Webcast for BrightTALK Channel, February 9, 2010

*"Lifting the ROI of Innovation Efforts: Keep the Plan on Track,"* Webcast for BrightTALK Channel, November 10, 2009

*"Lifting the ROI of Innovation Efforts: Follow the Money,"* Webcast for BrightTALK Channel October 21, 2009

*"Your Gut is Still Not Smarter Than Your Head: Improving Targeting, Positioning and Advertising,"* Guest lecture – Boston University School of Management, (Boston, MA), October 14, 2009

*"Improving Marketing ROI: Steps, Tools and Critical Factors that Boost Performance,"* Panel Moderator, Brand ManageCamp Conference, (Las Vegas, NV), October, 2009

*"Impacting Marketing ROI: Three Ways to Engage High Value Customers."* Webcast for BrightTALK Engagement Marketing Summit, June 24, 2009

*"Getting Advertising Strategy on the Right Track: A Case Study in Counterproductive Targeting and an Approach to Fix It."* OTC National Conference (Boston MA), June 2009

*"What is an "Optimal" Spending Level in a Recession?"* AAAA Media Conference (New Orleans, LA), March 2009

*"Using Profit-Focused Market Segmentation and Targeting to Move the ROI Needle,"* DTC In the Era of Consumer Choice Conference (Livingston, NJ), October, 2008

*"Beyond ROI Analysis: Five Strategic Steps You Can Take Today to Drive Organic Growth Tomorrow,"* Guest Lecture - Halliburton Corporation (Houston, TX), September 2008

- "Myth Buster: What Really Impacts Marketing ROI," The Conference Board's Marketing Effectiveness Conference (New York, NY), April 2008
- "Three Strategic Errors and How to Overcome Them: Steps You Can Take Today to Drive Organic Growth Tomorrow," Association for Strategic Planning (Boston, MA), March, 2008
- "Three Strategic Steps You Can Take Today to Drive Organic Growth Tomorrow," Association for Strategic Planning Annual Conference, (Los Angeles, CA), February 2008
- "Marketing Mistakes and How to Avoid Them," Denver University Marketing Roundtable (Denver, CO), February 2008
- "A Multi-Step Program for Eliminating Marketing Performance Anxiety," American Marketing Association (Waltham, Ma), November 2007
- "Bridging the Gap Between Sales and Marketing," Guest Lecture - Boston College MBA Program (Newton, MA), November 2007
- "Insanity in Marketing War Rooms," INFORMS Society for Marketing Science, The Wharton School, University of Pennsylvania, (Philadelphia, PA), October 2007
- "Six Sigma Marketing: Changing Brand Trajectories, Career Paths, and Sometimes Entire Companies," The Conference Board's Council on Corporate Brand Management, (Orlando, FL), October 2007
- "Using Profit-Focused Targeting to Move Moribund Markets and Grow Sales and Profits," Brand ManageCamp, (Chicago, IL), September 2007
- "Using Profit-Focused Targeting To Move Moribund Markets and Grow Sales and Profits," The Conference Board 2007 Senior Marketing Executives Roundtable, (Chicago, IL), May 2007
- "Your Job is Not to Defend Yesterday but to Invent Tomorrow," Guest Lecture - Brandeis University MBA program, (Waltham, MA), April 2007
- "Your Gut Is Still Not Smarter Than Your Head," AMA Cleveland Marketing Research Conference, (Cleveland, OH), April 2007
- "Using Profit-Focused Targeting To Move Moribund Markets and Grow Sales and Profits," The Conference Board 2007 Senior Marketing Executives Roundtable, (New York, NY), April 2007
- "Using Computer-Aided New Product Design to Create and Evaluate New Products and Services," Guest Lecture – Columbia University MBA program, (New York, NY), April 2007
- "Which Types of DTC Advertising Are Most Effective?" (with Hal Spielman), Keynote Speakers-2007 DTC National Conference, (Washington, DC), April 2007
- "From Competition to Coalition: Uniting Sales and Marketing Behind Transformational Programs," 6<sup>th</sup> Annual Six Sigma for Sales and Marketing, (Las Vegas, NV), March 2007

- "New Products Are Your Future: Learn To Market Them Successfully," Keynote Speaker, *HSM Expomanagement* (Sao Paulo, Brazil), November 2006
- "DTC ROI-How to Avoid Blowing \$138 Million," DTC Perspectives "DTC in the New Era" (New York, NY), October 2006
- "Measuring the Short and Long Term Effects of Marketing and Branding Programs," ABA Branding International Event (Sao Paulo, Brazil), August 2006
- "Three Things You Can Do Today to Improve Marketing Performance Tomorrow," *American Marketing Association Strategic Marketing Conference* (Chicago, IL), May 2006
- "Your Gut is Still Not Smarter than Your Head," *The 3rd Annual Senior Marketing Executive Roundtable* (Chicago, IL), May 2006
- "A Debate with Ralph Nader Concerning DTC Advertising," *DTC National Conference* (Washington, DC), April 2006
- "Your Gut is Still Not Smarter Than Your Head: Malcolm Gladwell Couldn't Be More Wrong," *National Agricultural Marketing Association* (Kansas City, MS), April 2006
- "Toward the Development of Transformational Marketing Programs," *The Conference Board 3rd Annual Senior Marketing Executives Conference* (New York, NY), April 2006
- "Six Sigma Marketing: Changing Brand Trajectories, Career Paths, and Sometimes Entire Companies," *Fifth Annual Six Sigma for Sales and Marketing* (Las Vegas, NV), March 2006
- "Six Sigma Comes to Marketing," *Boehringer Ingelheim Annual Awards Conference*, (Brookfield, CT), February 2006
- "Forecasting New Product Sales and Profits Using Alternative Mathematical Models of the New Product Process," invited lecture – Columbia University MBA Program, (New York, NY), February 2006
- "Introduction to Copernican Thinking about Marketing," Guest Lecture, Brandeis University, (Waltham, MA), February 2006
- "Breaking Developments in Marketing and Marketing Research," *Denver University Marketing Roundtable* (Denver, CO), January 2006
- "Fact-Based Marketing Communications Programs," *Philips Medical Marketing Summit* (Andover, MA), January 2006
- "Building Your Business into the Stuff of Business Legend," *Small Business Peak Performance Conference* (Boston, MA), November 2005
- "How Copernicus Can Make Your Clients Even Happier and Make You Look Even Smarter," *Carat North Americas Annual Conference* (Rye Brook, NY), November 2005

- "Sponsorship Measurement and ROI," *Association of National Advertisers Event Sponsorship Summit* (New York, NY), November 2005
- "Six Sigma Marketing: Changing Brand Trajectories, Career Paths, and Sometimes Entire Companies," *Brand ManageCamp* (Philadelphia, PA), November 2005
- "A Six Sigma Approach to Making Marketing More Accountable," *Association of National Advertisers Annual Conference* (Phoenix, AZ), October 2005
- "The Benefits of Counterintuitive Marketing—New Strategies and Tactics That Will Rock Your Industry," *CMO Magazine*, Webcast (New York, NY), September 2005
- "It Will Take More than ROI Metrics to Make Marketing More Accountable," *Association of National Advertisers Marketing Accountability Forum* (New York, NY), July 2005
- "Six Sigma Dreams: The Case for Targeting and Positioning," *American Marketing Association Annual Strategic Marketing Conference* (Chicago, IL), May 2005
- "Five Surprising Findings from 10 Years of DTC Evaluations," *DTC National Conference* (Boston, MA), March 2005
- "Back to Basics: Three Ideas to Transform A Financial Services Institution," *Deluxe Knowledge Series Financial Services Seminar*, (Chicago, IL), March 2005
- "Six Sigma Dreams, Half Sigma Realities," *Institute for the Study of Business Markets* (Atlanta, GA), February 2005
- "Beyond STM and Marketing Mix Modeling: The Evolution to Marketing Navigation Stations," *Institute for International Research*, (Miami, FL), January 2005
- "Problems with the Measurement of Derived Importance in Brand Strategy and Customer Satisfaction Studies," —a presentation honoring Alvin Achembaum. Guest Lecture, *Market Research Council*, (New York, NY), October 2004
- "Developments in Marketing ROI Measurement," *The Conference Board Marketing Executives Council*, (White Oak, PA), October 2004
- "New Tools and Thinking about Developing New Products," *American Marketing Association New Product Marketing Conference*, (New York, NY), September 2004
- "Counterintuitive Marketing: Five Things You Can Do Today to Improve Marketing ROI Tomorrow," *Business Marketing Association International Conference*, (Boulder, CO), June 2004
- "Steps You Can Take To Develop a Transformational Business Strategy," *American Marketing Association Annual Strategic Marketing Conference*, (Chicago, IL), May 2004
- "Five Things You Won't Learn About Advertising at the Harvard Business School," *American Marketing Association Webinar*, April 2004

- "Becoming the Stuff of Business Legend," Financial Services Webinar, March 2004
- "Whatever Happened to DTC ROI?" *DTC National Conference*, (Boston, MA), March 2004
- "Whatever Happened to Targeting and Positioning?" *Deluxe Knowledge Series Webinar*, February 2004
- "How to Improve Marketing ROI," *Microsoft LiveMeetings Webinar*, December 2003
- "Steps You Can Take Today To Improve Marketing ROI Tomorrow," *Tools & Strategies for Technology Marketing Conference*, (Redwood City, CA), November 2003
- "Methodological Problems in Studies of Customer Satisfaction," *American Marketing Association Frontiers in Marketing Conference*, (Bethesda, MD), October 2003
- "What You Need to Know About Marketing to Your Customers," *Financial Services Knowledge Exchange Expo*, (Boston, MA), October 2003
- "Five Things You Can Do Today To Improve Marketing Performance Tomorrow," *Association of National Advertisers Annual Conference*, (Los Angeles, California), October 2003
- "Brilliant Strategy and Brilliant Implementation: The Cornerstones of Business Success," *Expo Management*, (Mexico City, Mexico), June 2003
- "Seven Habits of Highly Effective Marketers," *American Marketing Association Strategic Marketing Conference*, (Boston, MA), May 2003
- "Counterintuitive Marketing: An In-Depth Look," *Credit Union Executives Marketing Operations and Technology Conference*, (Las Vegas, Nevada), April 2003
- "Whatever Happened to Targeting and Positioning?" *An international web based seminar sponsored by the American Marketing Association*, April 2003
- "Counterintuitive Marketing," *Pharmaceutical Marketing Research Group Spring Conference*, (Orlando, FL), March 2003
- "How to Build a Great Brand While Your Competitors Turn Theirs Into Commodities," *Association of National Advertisers, Brand Building City Tour*, (New York, Chicago, Los Angeles), February 2003
- "Beware of Men with High Testosterone to Marketing IQ Ratios: They're Killing American Business," *L'Oreal Canada Directors Meeting*, (Montreal, Canada), January 2003
- "Strategic Planning and Marketing Planning: Same or Different?" *The Association for Strategic Planning*, (Los Angeles, CA), December 2002
- "Marketing Contra-Intuitivo: O Que Realmente Provoca Decisões de Compra O Que Realmente Faz Você Vender Mais," *Expo Management*, (São Paulo, Brazil), November 2002

- "Bâtir de grandes marques pendant que vos compétiteurs détruisent les leurs," *Montreal Marketing Association*, (Montreal, Canada), October 2002
- "Marketing Successful Brands While Your Customers Sell Commodities," *Congreso Colombiano de Publicidad*, (Cartagena de Indias, Colombia), October 2002
- "Moving Marketing To the Next Phase, A New Paradigm in Marketing," *The Conference Board Annual Marketing Conference*, (New York, NY), October 2002
- "Managing Destiny: Using Superior Knowledge to Grow Share and Profits," Keynote speaker at the *Deluxe Financial Services Banking Conference* (Chicago, IL), October 2002
- "Understanding Customer Needs and Competitive Position," *ExxonMobil Corporation*, (Fairfax, VA), September 2002
- "IT and How It's Killing American Brands," *Instrumentation Systems Automation Society (ISA)*, (Chicago, IL), September 2002
- "Counterintuitive Approaches to Salesforce and Channel Management," *The Conference Board Annual Channel Management Conference*, (Chicago, IL), June 2002
- "The Measurement and Management of Customer Equity," (with Jim Kieff), *The American Marketing Association Two-Hour Tutorial*, (Atlanta, GA), May 2002
- "Using Concept Engineering Technology to Develop Financially Optimal Products and Services," Guest Lecture, *Presentation to Columbia University MBAs*, (New York, NY), May 2002
- "Managing Destiny: Using Superior Knowledge to Grow Revenues and Profits," *Keynote Speaker at The Deluxe Annual Conference for Financial Service CEOs and CMOs*, (Chicago, IL), April 2002
- "Don't Let Your Brand Become A Commodity," *The Conference Board of Canada 2002 Marketing Conference*, (Toronto Canada ), April 2002
- "Beyond Brand Equity: Customer Equity as the Next Frontier," *Boston University Distinguished Speaker Series*, (Boston, MA), March 2002
- "Surviving Death Wish Research," *Keynote Speaker at The Annual Marketing Research Conference of the Pharmaceutical Industry*, (Tampa Bay, FL), March 2002
- "New Marketing in a New Decade," *International Sleep Products Association*, Annual Conference, (Denver, CO), March 2002
- "Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate Strategy," *Casualty and Property and Insurance CEO Conference*, (Phoenix, AZ), March 2002
- "MBA Really Means Murderer of Brand Assets," *Market Research Council*, (New York, NY), December 2001

- "Towards Building a Stronger 4-H Brand," *National Association of 4-H Extension Agents (NAE4-HA) Annual Conference*, (Bismarck, North Dakota), October 2001
- "Beyond Brand Equity: Using Customer Equity Insights to Make More Profitable Marketing Decisions," *Keynote Speaker at The Conference Board Annual Marketing Conference*, (New York, NY), November 2001
- "Intuitive versus Counterintuitive Marketing," *Keynote Speaker at The U.S. ARMY, Annual Marketing Sponsorship & Advertising Conference* (Phoenix, AZ), August 2001
- "Fly Your Brand Higher: Measuring, Monitoring and Managing Brand Equity," *The American Marketing Association Three Hour Tutorial* (New Orleans, LA), April 2001
- "The Performance of Marketing Programs Today and Tomorrow," *Guest Lecture, Boston College MBA Program*, (Boston, MA), April 2001
- "The Rules for E-Commerce are the same as the Rules for T-Commerce," *Keynote Speaker at the Conference Board Annual Marketing Conference*, (New York, NY), November 2000
- "Using Simulation Technology to Introduce More Successful New Products," *Guest Lecture Sloan School (MIT)*, (Cambridge, MA), October 2000
- "Measuring, Monitoring and Managing Brand Equity," *The American Marketing Association Four Hour Tutorial*, (Atlanta, GA), October 2000
- "Brand Equity: Its Meaning and Measurement," *The American Marketing Association*, (New York, NY), December 1999
- "Measuring Brand Equity: Capturing Your Brand's Goodwill," *Keynote Speaker at the Conference Board Annual Marketing Conference* (New York, NY), November 1999
- "New Ways to Grow Your Business," *Guest Lecture Harvard Business School* (Boston, MA), October 1999
- "New Measurement Tools and Metrics," *The SAS Institute Annual Users Conference*, (Raleigh Durham, NC), February 1999
- "Brand Building As We Approach the Millennium," *Marriott Lodging Brand Management Conference*, (Chicago, IL,) January 1999
- "Balancing Intuition with Rigorous Analysis: How Marketing Can Drive Business Growth," *New England Women Business Owners*, (Boston, MA), January 1999
- "Brand Equity Measurement and Tracking: What, Why and How," *Brand Masters; A Practitioner's Forum*, *Institute for International Research, Advertising Research Foundation*, (New York, NY), December 1998
- "Brand Equity: Its Meaning, Measurement and Management," *Advertising Research Foundation Workshop*, (New York, NY), October 1998

- "The Cornerstones of Success and Profitability: Company Vision and Mission," *The Conference Board Annual Marketing Conference*, (New York, NY), October 1998
- "What You Don't Know About Marketing Can Kill Your Business," *American Institute of Certified Public Accountants Annual Conference*, (Pasadena, CA), July 1998
- "La repetición de errors en el marketing: Cómo implemetarlo correctamente desde la primera vez, (Over and Over Again Marketing: How to Get it Right the First Time)," *Keynote Speaker at The American Management Association*, (Buenos Aires, Argentina), June 1998
- "Beyond Intuition & Testosterone: The Case for Direct Marketing," *American Direct Marketing Association* (Chicago, IL), May 1998
- "So You Think You Can Beat The Odds – What It Will Take To Make Your New Product Successful," *American Marketing Association/ New Products/Edison Awards Conference*, (New York, NY), March 1998
- "Marketing & Retailing: What You Don't Know Will Kill You," *Keynote Speaker at The Point of Purchase Advertising Institute Annual Conference* (Chicago, IL), March 1998
- "Autopsy Reports: What I've Learned From 15 Years of New Product Consulting," *The American Marketing Association's Edison Awards* (New York, NY), March 1998
- "Segmented Marketing for Telecoms," *International Communications for Management Conference* (New Orleans, LA), November 1997
- "Uncommon Sense: How Counterintuitive Thinking Produces Great Marketing Programs," *ESKOM*, (Los Angeles, CA), August 1997
- "Marketing in the Late 1990's: What You Don't Know Will Kill You," *American Marketing Association Conference* (Boston, MA), November 1997
- "How to Take the Risk Out of New Product Introductions: The Past and Future of Simulated Test Marketing," *Guest Lecture, Duke University MBA Program* (Durham, NC), April 1997
- "The Strategy Behind the Strategy," *1997 National Lubes and Lubricant Distributors Conference* (Orlando, FL), March 1997
- "Best Practices in Marketing Research," *Indiana University MBA Guest Lecture* (Bloomington, IN), March 1997
- "Beware of Men with High Testosterone to Marketing IQ Ratios: They're Killing American Business," *Guest Lecture, Harvard Business School* (Boston, MA), March 1997
- "Ten Days In Your Life: The Case of the Mitchell Family," *The Conference Board Corporate Reputation Conference* (New York, NY), November 1996
- "The Role of Marketing in Creating a Strong Corporate Reputation," *European Corporate Image Conference* (London, UK), October 1996

- "Marketing Is the Center of the Business Universe," *Mobil World* (Las Vegas, Nevada), October 1996
- "The Changing Customer/Consumer," *Association of National Advertisers Annual Conference* (San Francisco, CA), October 1996
- "Mitos de Mercadeo," *Latin American Confederation of Marketing (COLAM)* (Bogotá, Columbia), October 1996
- "Adapting to the New Realities," *Keynote speaker at The Conference Board's West Coast Corporate Communications Conference* (Los Angeles, CA), September 1996
- "A Contrarian Approach to Marketing—Be Careful About Giving Your Clients Textbook Answers," (with Robert Shulman), *Champions Institute: A Summit on Agency Leadership* (Aspen, CO), September 1996
- "Death Wish Marketing: Symptoms and Cure," *Keynote speaker at the Society for Marketing Professional Services National Conference* (Boston, MA), August 1996
- "Marketing Myths That Are Killing Small Business," *Keynote speaker at the 1995 Chamber of Commerce Annual Convention* (Boston, MA), June 1996
- "Maximizing Customer Value," *Health and Beauty Aids Industry Global Expo* (New York, NY), May 1996
- "A Counterintuitive Approach to Marketing," *Houghton-Mifflin Annual Management Conference* (Boston, MA), May 1996
- "Simulating New Product Introductions: The Case of the Branded Tomato," *Guest Lecture, Harvard Business School* (Boston, MA), March 1996
- "Best Practices in Marketing Research," *Guest Lecture, Sloan School - Massachusetts Institute of Technology MBA Program* (Cambridge, MA), March 1996
- "Intuitive vs. Counterintuitive Decision-Making," *Guest Lecture, Boston University MBA Program*, (Boston, MA), February 1996
- "Death Wish Marketing and Its Implications for Direct Marketers," *Keynote speaker at the 1995 Annual Conference of the New England Direct Marketing Association* (Boston, MA), April 1995
- "Marketing Practices That Are Impeding the Growth of Financial Services Companies," *Keynote speaker at the Financial Institution Marketing Association's 30th Annual Marketing Conference* (Nashville, TN), April 1995
- "Your Corporate Image," *International Association of Business Communicators (IABC) Annual Conference* (Chicago, IL), March 1995
- "Raising the CIO's Marketing IQ," *Keynote speaker at the 1995 Chief Information Officers' Annual Conference* (Palm Springs, FL), March 1995

- "Putting an End to 'Death Wish Marketing'," *Keynote speaker at the 42nd Annual Marketing Conference of The Conference Board* (New York, NY), November 1994
- "Look Ma: No Map, No Recipe, No Marketing Research: Men—Lost on the Road, in the Kitchen and in Business," *Institute For International Research Conference* (Chicago, IL), November 1994
- "Marketing Myths That Are Killing Small Business," (with Robert S. Shulman), *A televised presentation to the U.S. Chamber of Commerce* (Washington, D.C.), September 1994
- "Case Histories and Applications to Make Marketing and Advertising More Effective," *NET/AFL&C* (New York, NY), July 1994
- "Marketing Myths That Are Killing Business," *Seminario Internacional of the HSM Cultura & Desenvolvimento* (Buenos Aires, Argentina), May 1994
- "Marketing Myths That Are Killing American Business," (with Robert S. Shulman), *Publishers Breakfast* (New York, NY), April 1994
- "The Marketing Revolution," *Advertising Issues Forum of the Association of National Advertisers* (New York, NY), February 1994
- "Moving Your Image Toward Market Leadership," *5th Annual Corporate Image Conference of The Conference Board* (New York, NY), January 1994
- "The Marketing Revolution and Its Implications for Business in the 1990s," *1993 Top Management Forum of The International Society for Strategic Management and Planning, European Headquarters* (Brussels, Belgium), June 1993
- "Death Wish Marketing May Be Killing Your Business," *3rd Global Conference of The International Society for Strategic Management and Planning* (London, UK), June 1993
- "A Revolução no Marketing," *Seminario Internacional of the HSM Cultura & Desenvolvimento* (São Paulo, Brazil), May 1993
- "The Coming Marketing Revolution and Its Implications for American Business," *The Conference Board Annual Marketing Conference* (New York, NY), October 1992
- "The Payoffs of Having a Winning Corporate Reputation," *IMCA Annual Meeting* (Santa Fe, NM), June 1992
- "CPMs: They're Not as Efficient as CPMs," *Advertising Research Foundation/European Society of Market Research Worldwide Broadcast Audience Research Symposium* (Toronto, Canada), June 1992
- "Marketing's New Paradigm: What's Really Happening Out There!" (with Philip Kotler), *International Strategic Management Conference* (New Orleans, LA), May 1992

- "The Marketing Revolution: A Radical Manifesto for Dominating the Marketplace," *Annual Meeting of the American Marketing Association* (Atlanta, GA), April 1992
- "The Payoffs of Having a Winning Corporate Reputation," *Fortune Worldwide Corporate Communications Conference* (Santa Fe, NM), March 1992
- "The Coming Revolution in Marketing," *Keynote Speaker at The Annual International Media Research Conference* (Seoul, Korea), October 1991
- "The Marketing Revolution: Why It Is Necessary and What It Will Mean," *Keynote address to the joint meeting of the Japan Marketing Association and the American Marketing Association* (Tokyo, Japan), October 1991
- "The Coming Revolution in Marketing: From 'Myopic Maximization' to 'Panoramic Optimization': New Directions in Marketing and Marketing Research in the 1990's," *12th Annual Marketing Research Conference* (Toronto, Canada), September 1991
- "The Expert Manager: Applications of Artificial/Automated Intelligence and Expert Systems in Marketing," *American Marketing Association Annual Educators Conference* (Washington, DC), August 1991
- "Market Segmentation and the Search for an Optimal Target," *Marketing Information Group's Summer Conference* (Charlotte, NC), May 1991
- "New Developments in Marketing and Marketing Research," *American Marketing Association's Annual Doctoral Consortium* (East Lansing, MI), 1991
- "The Green Revolution—Its Impact on Your Pricing Decisions," *Fourth Annual U.S. Pricing Conference of the Institute for International Research* (New York, NY), April 1991
- "Hurtling Toward the Millennium: A 20-Year Perspective on Social Change in America," *37th Annual Conference of the Advertising Research Foundation* (New York, NY), April 1991
- "Developing Great Attitude Batteries: The Good, The Bad, And The Unappealing," *A three-hour tutorial at the 22nd Annual Attitude Research Conference of the American Marketing Association* (San Francisco, CA), January 1991
- "Expert Systems' Effect On Marketing: The Expert Manager; Applications of Artificial Intelligence and Expert Systems to Marketing." FORUM, October 1990
- "In Search of Success Rather Than Failure: An Assessment of the State of the Profession and a Brief Discussion of New Technologies for the 1990s," *Pharmaceutical Marketing Research Association Annual Conference* (Philadelphia, PA), April 1990
- "The Coming Revolution in Advertising: Ten Developments Which Will Separate Winners From Losers," *Advertising Research Foundation* (New York, NY), March 1990
- "Axioms Under Review: Challenging the Conventional Wisdom of Marketing and Attitude Research, A Survey of Marketers and Marketing Researchers," *21st Annual Attitude*

*Research Conference of the American Marketing Association* (Newport Beach, CA),  
January 1990

"Pricing Research: Theory and Measurement with Clear Management Implications," (with Thomas T. Nagle) *A three-hour tutorial at the 21st Annual Attitude Research Conference of the American Marketing Association* (Newport Beach, CA), January 1990

"Applications of Artificial and Automated Intelligence in Marketing," *American Marketing Association's Annual Educators Conference* (Washington, D.C.), August 1989

"Forecasting Awareness of New Products and Penetration of New Campaigns for Established Products: Applications of Litmus II," (with Joseph Blackburn), *TIMS/ORSA Conference* (Nashville, TN), 1989

"The Effects of Television Program Involvement on Advertising Response: Implications for Media Planning," (with David Lloyd), *Advertising Research Foundation Media Research Workshop* (New York, NY), July 1989

"New Research Tools for Developing and Introducing Profitable Consumer Products and Services: The Age of Profit-Directed Optimization Has Begun," *American Marketing Association Technology in Marketing Conference* (Chicago, IL), June 1989

"From 'Myopic Maximization' to 'Panoramic Optimization': New Directions in Financial Services Marketing and Marketing Research in the 1990s," *6th Annual Financial Services Marketing Conference of the American Marketing Association* (Boston, MA), June 1989

"Ten Trends in Marketing and Marketing Research Which Are Turning Our Industry Inside Out and Upside Down," *American Marketing Association's Faculty Consortium on Marketing Research* (Ann Arbor Michigan), June 1989

"From 'Myopic Maximization' to 'Panoramic Optimization': New Directions in Financial Services Marketing and Marketing Research in the 1990s," (with Peter Krieg), *European Society for Opinion & Market Research (ESOMAR) Conference and the Market Research Society of Great Britain* (Amsterdam), May 1989

"New Concepts and Tools in Marketing Research," *International Pharmaceutical Marketing Research Group* (Philadelphia, PA), May 1989

"Advertising Message Maximization: A Three Stage Approach," *35th Annual Conference and Research Exposition of the Advertising Research Foundation* (New York, NY), March 1989

"Attitude Measures Which Work," *A three-hour tutorial at the 19th Annual Attitude Research Conference of the American Marketing Association* (Orlando, FL), January 1989

"The Growing Problem of Competitive Response: New Applications of Test Market Simulation and Modeling," (with Tom Lix), *Advertising Research Foundation Pre-Test Market Research Workshop* (New York, NY), June 1988

"A Study of the Effects of Program Involvement on Advertising Response: Implications for Copy Testing," *5th Annual Advertising Research Foundation Copy Research Workshop* (New York, NY), 1988

"In Search of Success Rather Than Failure: Optimization Research for Improved Product/Service Concepts and Marketing Plans," *Workshop on Concept Testing at the Advertising Research Foundation* (New York, NY), April 1988

"New Developments in Advertising and Advertising Research Today," *Saatchi & Saatchi Worldwide Research Conference* (Wild Dunes, South Carolina), April 1988

"Marketing Opportunities in the 1990's," *Annual Yankelovich Monitor Conference* (New York, NY), March 1988

"Marketing Strategy Development Using Mathematical Models and Survey Research," *American Marketing Association Annual Financial Marketing Conference* (Boston, MA), June 1987

"How to Evaluate a Marketing Plan for a New Financial Service Before Test Marketing," *Financial Services Workshop of the Advertising Research Foundation* (New York, NY), November 1986

"Measuring the Performance of Individual Components of a Comprehensive Marketing Program," *Association of National Advertisers Marketing and Research Workshop* (New York, NY), November 1986

"Monitoring the Performance of Service Campaigns: From Bean-Counting to Marketing Intelligence," *Association of National Advertisers Conference* (New York, NY), November 1986

"Automated Intelligence for Forecasting, Diagnosing, and Generating New Marketing Plans," (with Joseph Blackburn), *Sixth International Symposium on Forecasting* (Paris, France), June 1986

"In Search of Success Rather Than Failure: Optimization Research For Improved Product/Service Concepts and Marketing Plans," *Creative Research Conference on Developing and Marketing New Products and Services* (Toronto, Canada), June 1986

"Applications of Expert Systems in Marketing," *7th Annual Marketing Research Day of The American Marketing Association* (Boston, MA), May 1986

"The Role of Copy Research in Pre-Test Marketing Simulation Systems: Applications of Simulated Test Marketing," *Annual Advertising Research Foundation Copy Research Conference* (New York, NY), May 1986

"Optimization with the Litmus New Product Planning Model," (with Joseph Blackburn), *Annual Marketing Services Conference of the American Marketing Association* (New York, NY), March 1986

"The Determination of the Optimal Configuration of a New Product," (with Paul Berger), *Annual Meeting of the American Institute for Decision Sciences* (Toronto, Canada), November 1985

"TGA Analysis: The Hidden Secret to Conjoint Measurement Algorithms," *American Marketing Association's Annual Marketing Research Conference* (New York, NY), April 1985

"Toward More Profitable New Financial Products and Services," (with Lynn Whitton), *New York Chapter of the American Marketing Association* (New York, NY), April 1985

"Litmus: A New Model to Help Optimize Marketing Plans for New Products and Services," *European Society of Marketing Research Conference* (Nice, France), November 1984

"Optimizing the Product, the Positioning and the Marketing Plan," *The Association of National Advertisers Annual New Product Conference* (New York, NY), October 1984

"New Marketing Research Methods For Evaluating New Financial Services: A State-of-the-Science Approach," *American Marketing Association's 5th Annual Marketing Research Conference* (Anaheim, CA), Fall 1984

"How to Identify an Optimal Market Target," *Annual Conference of the American Marketing Association* (Atlanta, GA), May 1984

"Issues In Forecasting Awareness of New Products and Penetration of New Campaigns for Established Products," *Annual Marketing Science Conference* (Vanderbilt University), March 1984

"Copy Research Validation: The Past and the Promise," *Advertising Research Foundation's Key Issues Workshop* (New York, NY), November 1981

"A New Study of The Effects of Corporate Advertising," *Marketing Science Institute Conference on Corporate Communications* (Cambridge, MA), May 1981

"Sentence Decision Making: Extent and Sources of Sentence Disparity," (with John Bartolomeo and David Richardson) *CORS/TIMS/ORSA Joint National Meeting* (Toronto, Canada), May 1981

"The Effectiveness of Corporate Advertising," *Marketing Science Institute Conference on Corporate Advertising* (Boston, MA), June 1980

"Corporate Advertising: Return on Investment," *New York/Boston Advertising Club Conference on Corporate Communications* (Boston, MA), May 1980

"State of the Art Trade-Off Analysis," *American Marketing Association Conference on Research Methodology* (Boston, MA), May 1980

"Litmus: A New Product Planning Model," *The Institute for Management Science Conference on Market Measurement and Analysis (with Joseph Blackburn)* (Austin, Texas), March 1980

- "Uses and Abuses of Research in Health Care Marketing," *Presentation commissioned by The Wharton School's Leonard Davis Institute of Health Care Economics, for a Special Conference on Health Care Planning* (Albany, NY), June 1979
- "State of the Art in Marketing the National Weather Report: The Continuing Saga of NOAH's Ark," *The National Oceanographic and Atmospheric Administration* (Boulder, CO), March 1979
- "A Review of What is Known About The Reliability and Validity of Copy Testing," *A three-hour presentation commissioned by the American Marketing Association, Education Division* (Philadelphia, PA), June 1978
- "America The Fragmented: An Exploration of The Effects of Ethnicity, Religion and Class on Political and Social Attitudes and Behavior," (with Lee Benson) *Annual Meeting of the Social Science History Association* (Philadelphia, PA), October 1976
- "The Issue of Invalidity in Marketing Research, Guest Lecture, *Boston University School of Management* (Boston, MA), April 1976
- "Reliability and Validity in Behavioral Science Research," *Faculty Colloquium at the University of Pennsylvania* (Philadelphia, PA), May 1975
- "The Validity of the Langner Scale for Measuring Psychiatric Disorder," *Annual Meeting of The American Sociological Association* (St. Louis, MO), April 1973
- "Response Biases Revisited," *Annual Meeting of the Society for the Study of Social Problems* (New Orleans, LA), September 1972
- "Questions Concerning Validity in Sociological Research," *Annual Meeting of the American Sociological Association* (Kansas City, KS), April 1972
- "Biasing Factors in Survey Research," *Conference on Psycho-Social Stress Measures, Mental Hygiene Institute – Jewish General Hospital* (Montreal, Canada), October 1971
- "Modeling Effects in Survey Research," (with Derek Phillips) *Annual Meeting of the American Sociological Association* (San Francisco, CA), September 1971

### **WORK IN PROGRESS**

- "Brand Commoditization in America Today"—A Research study done in collaboration with Greenfield Online, a global marketing research organization (Forthcoming, 2011)
- "Gender Difference in Marketing Decision Making: A Research Study Among Senior Marketing and Sales Executives" (Forthcoming 2011)
- "Test Market: A Marketing Management Simulation Game," A game manual, marketing case and computer-based model developed for use by MBAs and marketing executives (forthcoming 2011)

"The Seven Zones of Love: How to Improve Your Personal and Business Relationships Based on the Secret Writings of Nicolaus Copernicus" (Forthcoming 2011)

"A Pretty Nice Life"—a self-help book—(with Lois Kelly) (Forthcoming 2011)

"Nightmare on Main Street: Raising Teenage Daughters in America" (Forthcoming 2011)

### ***PROFESSIONAL ACTIVITIES & RECOGNITION***

2010	University of Texas School of Management Advisory Board
2008	<i>Elected to Market Research Hall of Fame</i>
2007-Present	Gloucester Stage Company, Board of Directors
2005-Present	Editorial Board—Journal of Marketing
2005-Present	Citizens Bank Small Business Board
2005 and 2006	Featured speaker—National DTC Conference
2004 and 2005	Chairman, Program Committee, American Marketing Association's Annual Conference on Marketing Strategy
2003	American Marketing Association Foundation Berry Book Prize Finalist – one of 5 books selected by the AMA as the most important of 2002-2003
2003	First "Faculty Member" selected by The American Marketing Association for a new web based seminar series (webinar). Inaugural event on Targeting and Positioning, 850+ enrolled from around the globe.
2003	Program Committee, American Marketing Association's Annual Services Marketing Conference
2002	Program Committee, American Marketing Association's Annual Strategic Marketing Conference
2002	Awarded the key to the City of Cartagena de Indias (Colombia) by Luis Alberto Moreno, Columbian Ambassador to The United States and Carlos Diaz Redondo, Mayor of Cartagena, for contributions to the branding of Colombia

2002	American Marketing Association Foundation Berry Book Prize Finalist—one of 5 books selected by The AMA as the most important of 2000-2002
2002	Awarded “The Outstanding Marketing Presentation” by The Research Conference Report based on speeches delivered at the world’s best marketing conferences in 2002
2000 – Present	Member, CEO Club of Boston
1996 – 2002	Semi-Annual three hour tutorials for the American Marketing Association on Brand and Customer Equity
1995 -Present	Judge for the Annual David Ogilvy Award for Outstanding Advertising, Advertising Research Foundation
1969 -1990	Judge for the New York Chapter of the American Marketing Association’s Annual Advertising Effectiveness Awards (“EFFIEs”)
1988 -1990	Finalist twice for the Metcalf Award for Distinguished Teaching, Boston University
1981 - Present	Elected as a member of the Market Research Council (A group of 80 industry leaders)
1979 -1992	Served on the Copy Validation Council of the Advertising Research Foundation. Co-designed the single largest basic research study in marketing/advertising history.
1979 - 1981	Member of The Advisory Board, National Study of Delays in Crime Reporting, U.S. Justice Department
1979	Program Committee, Advertising Research Foundation’s 25th Annual Conference
1974 -1976	Finalist three times for the Lindback Award for Distinguished Teaching, University of Pennsylvania
1975 -1976	Finalist twice for the Anvil Award for Teaching Excellence, Wharton School, University of Pennsylvania
1973 – 1975	Received two grants from The Guttman Foundation and The Spencer Foundation for research on <i>Changing Attitudes and Values</i>
1974	Awarded a joint Assistant Professorship - Marketing Department, Wharton School, University of Pennsylvania
1971	Founders’ Day Award for Academic Distinction, Graduate Arts and Sciences, New York University

1970 - 1971	Received two grants from The National Institute of Mental Health for studies of response bias in survey studies
1964	Graduate Fellowship, City University of New York
1963 - 1966	Three Year National Defense Education Act Fellowship for Doctoral Study

### ***UNIVERSITY SERVICE***

#### **Boston University**

1978 - Present	Supervised seven doctoral dissertations and served on twelve other dissertation committees inside and outside of the School of Management. Survey research and statistical consultant to the University administration, individual faculty members, and students.
1978 – 1990	Served as Director, Doctoral Program in Management; Chairman and member of the Management Appointments Promotion and Tenure Committee; and member, University Enrollment Management Committee

#### **University of Pennsylvania**

1971 - 1977	Served on 23 Dissertation Committees: Sociology (9), Psychology (7), Marketing (3), Anthropology (2), Biology (1), History (1)
1971 – 1977	Director, Social Science Data Center, University of Pennsylvania. Purchased and consulted on available public opinion and social science studies databases including NORC and Roper Surveys
1971 - 1977	Survey Research and Statistical Consultant to: The University Development and Admissions Offices, Leonard Davis Institute of Health Care Economics and The School of Medicine of The University of Pennsylvania

### ***PROFESSIONAL AFFILIATIONS***

Advertising Research Foundation  
 American Association for Public Opinion Research  
 American Marketing Association  
 American Sociological Association  
 Editorial Board, The Journal of Marketing  
 Market Research Council  
 The Conference Board  
*The Institute for Operations Research and the Management Sciences (INFORMS)*

## **OCCASIONAL REVIEWER**

*American Journal of Sociology, American Sociological Review, Journal of Personality and Social Psychology, Journal of Advertising, Journal of Advertising Research, Journal of Marketing, Journal of Services Marketing, Sloan Management Review, Sociological Inquiry and numerous text and trade books.*

## **MILITARY SERVICE**

1959 - 1965                      United States Marine Corps Reserves – Honorable Discharge

## **CLUB MEMBERSHIPS**

Annisquam Yacht Club, Annisquam, MA  
CEO Club of Boston, Boston, MA  
Princeton Club, New York, NY

## **AVOCATIONS**

- Sailing (both cruising and racing) from Maine to New York City
- Collecting antique outboard racing engines and hydroplanes
- Music, all kinds; currently writing lyrics for Mozart's 21<sup>st</sup> Piano Concerto
- Supporting and attending the performing arts; including, The Boston Pops, The Boston Symphony Orchestra (BSO), Cape Ann Symphony, Gloucester Stage, Huntington Theater, Handel & Hayden Society, and the Metropolitan Opera (New York City)
- Philanthropy; a broad range of causes from the Boston Symphony Orchestra and Boston University to Gloucester Stage, Gloucester Educational Foundation, Pathways For Children and the Mount Desert Island Sailing School