

JOHN G. MYERS

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University of California at Berkeley
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CURRENT POSITION

Professor of Marketing Emeritus, Walter A. Haas School of Business, University of California at Berkeley.

EDUCATION

Ph.D. Business Administration and Marketing, Northwestern University, Evanston, Illinois, 1966.
M.A. Sociology, Northwestern University, Evanston, Illinois, 1966.
M.B.A. Business Administration, University of Western Ontario, London Ontario, Canada, 1958.
B.S.F. Forestry and Commerce, University of British Columbia, Vancouver, Canada, 1954.

TEACHING AND RESEARCH INTERESTS

Marketing Management and Strategy, Marketing Research, New Product Development, Advertising Management, Consumer Behavior, Public Policy, Marketing Models, Communication and Attitude Research, Judgment Choice and Decision Making, International Marketing.

ACADEMIC POSITIONS

1973-present Professor, Walter A. Haas School of Business, University of California at Berkeley.
1969-1973 Associate Professor.
1966-1969 Assistant Professor.
1964-1966 Acting Assistant Professor.
1961-1964 Instructor, Graduate School of Management, Northwestern University.
1958-1960 Lecturer and Instructor, Graduate School of Business, University of Western Ontario.

ACADEMIC ADMINISTRATIVE POSITIONS

At the Walter A. Haas School of Business:

Associate Dean for Academic Affairs, 1987-1990.

Associate Dean of Curriculum, 1985-1987.

Associate Dean of Graduate School of Business Administration, 1983-1985.

Member, Executive Committee, 1982-1990.

Participant member on Walter A. Haas School Advisory Board, Development Council, CBA Alumni Association, 1985-1990.

Ex-officio member of Administrative Committees on Degree Programs, Computer Center, Communications, Placement, Financial Aid, Commencement, and others, 1985-1987.

Designer and Developer of Mainframe and PC-based Computer Information Systems of the Business School for Course Scheduling, Development, Admissions, Placement, Alumni Relations, Computer Grading, and Faculty and Student Records, 1984-1987.

Director, Ph.D. Program, 1982-1985.

Chairman, Marketing and International Business Group, 1974-1977.

Director, Executive Program, 1969.

Other committee memberships and positions at Berkeley:

Policy and Planning P² Committee, Budget and Personnel B&P Committee, Committee on Educational Policy, CEP, Academic Senate, Advisory Committees to Institute of Business and Economic Research, Center for Research in Management, Mass Communications (campus), Management and Behavioral Sciences Laboratory, Survey Research Center, and various other School committees, Director of GSI Administration, 1991-92, GSI Faculty Adviser, 1996-99.

PROFESSIONAL ACTIVITY

Retained Consultant, Corporate Marketing, Wells Fargo Bank, 1997-98.

Keynote Speaker, "Getting Marketing Oriented," State Farm Insurance Annual Conference, December 1998.

Board of Directors, National Junior Tennis League, 1997-99 and Alliance for Technology Access, 1999.

Consultant, The California Prune Board, 1996-97.

Chairman, Worshipful Company of Marketors Conference, Berkeley, 1996.

Consultant, The California Integrated Waste Management Board and Sigma Engineering Systems, 1994-95.

Consultant, Internal Revenue Service, 1994-95.

Co-Chairman, Behavioral Decision Research in Management Conference, Berkeley, May 29-31, 1992.

Chairman, Association for Consumer Research ACR Fellow in Consumer Behavior Awards Committee (past Presidents of ACR), 1985-1989.

Member, American Assembly of Collegiate Schools of Business, AACSB, Faculty Supply Committee and AACSB/GMAC National Doctoral Fellowship Program, St. Louis, 1985-1986.

President, Association of Directors of Doctoral Programs in Business, ADDPB, Berkeley, 1984-1985.

Member, Board of Directors, Washington Campus, Washington, DC, 1984-1989.

Vice President, MPX Systems, Inc., Berkeley, 1981-1984.

Vice President, Education Division, American Marketing Association, Chicago; Member, Board of Directors, 1976-1978.

Associate, Management Analysis Center, Inc., MAC, Palo Alto, CA, 1979-1986.

Secretary, Marketing Division, American Statistical Association, Washington, DC, 1975-1976.

Retained Consultant, Stanford Research Institute, SRI International, Palo Alto, CA, and AT&T Long Lines Division, Bedminster, 1977-1979.

Vice President, HMV Research, Inc., Berkeley, 1972-1974.

Secretary-Treasurer, The Institute of Management Sciences TIMS College on Marketing, 1970-1971.

Vice President and Director, San Francisco Chapter, American Marketing Association, San Francisco, 1970-1971.

Consultant, Ford Foundation, National Institute of Management Development, Cairo, Egypt, 1960.

EXPERT WITNESS EXPERIENCE

McGrath v. The Family Company (Ropers, Majeski, Kohn & Bentley), 1998-99.

RAM Consulting v. Adams Golf (Howard, Rice, Nemerovski, Canady, Falk & Rabkin), 1998-99.
 Elfo v. Melitta USA Inc. (Roger, Scott & Helmer), 1997-98.
 Young v. Raley Stores (Dickstein & Merin), 1997-98.
 Novadigm Computer Systems Inc. v. Novadigm Inc. (Lynch, Gilardi & Grimmer), 1996-97.
 Beech Nut Company v. Gerber Foods (Steeffel, Levitt & Weiss), 1996-97.
 TTK Prestige v. Clorox (Steeffel, Levitt & Weiss), 1996-97.
 Morison v. Rand McNally (Alper & McCulloch), 1996-97.
 Central Point Software Inc. v. Software Engineering (Heller, Ehrman, White & McAuliffe), 1995-96.
 People v. Ford Motor Company (O'Melveny & Meyers), 1995-96.
 101 California v. Navigar Company (Morrison & Forester), 1995-96.
 J. R. Krinsk v. State Farm Mutual Automobile Insurance Company (Heller, Ehrman, White & McAuliffe), 1994-95.
 Internal Revenue Service v. Lucky Stores (District Counsel, Internal Revenue Service), 1994-95.
 Solo Flex v. Nordic Track (Stoll, Stoll, Berne, Lokting & Schlachter), 1994-95.
 Hunting World v. Yuki Enterprises, et al. (Heller, Ehrman, White & McAuliffe), 1993-94.
 People v. The Pillsbury Company (Pillsbury, Madison & Sutro), 1993-94.
 Atari Games v. Nintendo (Heller, Ehrman, White & McAuliffe), 1991-93.
 Century 21 v. Evans & O'Brien Realty (William, Kelly, Polverari & Skelton), 1990.
 ATL v. Acuson (Perkins Coie), 1990.
 Cline, Lyddon and Woodward v. ITT Corporation (Michael J. Lane), 1986-88.
 E. & J. Gallo v. Gallo Cattle (O'Melveny & Meyers), 1996, 1998.
 U-Haul v. Ryder (Streich, Lang, Weeks & Cardon), 1980.
 Union Oil v. Federal Trade Commission (Feeney & Sparks), 1980.
 Clevenger v. Rockwell (Day & Prohaska), 1977.
 United Vintners v. BAFT (BAFT Wine Labeling Regulation Hearings), 1977.

OTHER PROFESSIONAL EXPERIENCE

Reviewer for: Journal of Marketing; Journal of Marketing Research; Journal of Consumer Research; Management Science; Marketing Science; Journal of Retailing; Journal of Advertising Research; and various other journals.

Editorial Review Board, Journal of Marketing; Book Review Editor, Journal of Marketing; Editorial Board and Associate Editor, Journal of Advertising; Associate Editor, California Management Review.

Advisory Board, San Francisco Chapter National Black MBA Association, 1986-1994.

Board of Directors, California Intermediate Banking School, 1985-1987; George Good Inc., 1993-1995.

Evaluation Committees on Business School Programs for: (1) State of Louisiana, Board of Regents, Louisiana, (2) University of Utah, and (3) University of Arizona.

Supervisor, Annual East Bay and National Forecast of Economic Indicators Survey, Civic Bank of Commerce, Oakland, 1984-1994.

Consultant to various book publishers for manuscript reviews. Organizer and chairman of conferences, colloquia, symposia, and chairman of conference sessions. Have delivered invited lecturers, speeches, and paper presentations in connection with various regional and national associations and universities. List available on request.

Consultant to various private and public organization such as Pacific Telephone, Pacific Gas & Electric Co., Levi Strauss, Bank of America, Chevron Corporation, Communications Research Center, Sylvania Corporation, Department of Motor Vehicles, Sacramento, Internal Revenue Service, Federal Trade Commission, United Vintners, Feeney & Sparks, Day & Prohaska, Pabst Corporation, Fireman's Fund Insurance Companies, Perkins Coie, Heller, Ehrman White & McAuliffe, Pillsbury Madison Sutro, Quantum Consulting, Inc., Berkeley (Associate), Elrick and Lavidge, San Francisco.

RESEARCH GRANTS AND AWARDS

R. H. Macy Company, Inc., San Francisco
 Columbia University Doctoral Dissertation Award

Survey Research Center, University of California, Berkeley
 Ford Foundation Research Program in Marketing, University of California
 Institute of Business and Economic Research, Berkeley
 Center for Research in Management Sciences, Berkeley
 American Association of Advertising Agencies Educational Foundation, New York
 Participant in National Science Foundation Grant to Center for Research in Management Sciences,
 Management and Behavioral Sciences Laboratory, Berkeley, 1973-1975, \$984,657.
 National Science Foundation, GS-32138, 1974-1976, \$39,240.
 National Science Foundation, Division of Technology Assessment and Risk Analysis, Grant to study
 utilization of technology assessment information, PRA81-10052, Wilton/Myers, 1982-1984, \$189,008.
 Other research grants from Institute of Business and Economic Research, Center for Research in
 Management, and Research Program in Marketing at the Walter A. Haas School of Business.

ASSOCIATION MEMBERSHIPS

Advertising Research Foundation, American Association for the Advancement of Science,
 American Association for Public Opinion Research, American Marketing Association,
 Association for Consumer Research, Society for Consumer Psychology,
 The Institute for Operations Research and the Management Sciences,
 Society for Judgment and Decision Making.

PERSONAL DATA

Married to: Dr. Arlyn M. Myers, Lecturer, Department of
 Chemistry, University of California, Berkeley.
 Three children, Karlyne, Shawn, Amanda.

RECENT TEACHING

BA 24 Seminar in Consumer Behavior, Haas School, Fall 1999.
 Advertising, School of Management, St. Petersburg, Russia, Fall 1997.
 Marketing Statistics, Goodby, Silverstein & Partners Advertising, March-April, 1996.
 BA 263 New Product Development, Haas School, Spring 1995.
 BA 161 Marketing Research, Haas School, Spring 1995.
 BA 296 Marketing in the Entertainment Industry, Haas School, Spring 1994.
 Marketing Management, IAE, Nice, France, Spring 1994.

CURRENT RESEARCH AND PUBLICATIONS

“Managing and Promoting Brands and Trademarks in the United States and Russia,” with Sergei Starov, Working
 Paper, March 1999.
Four Decades of Berkeley Marketing Ph.D.s, A Report on Graduates of the Ph.D. Program in Marketing, Haas
 School of Business, 1961-1999, March 1999.
 “Consumer Frustration and the Purchase Process for High Tech Durable Goods,” with Judi Strebel, presented at the
 Society for Consumer Psychology Conference, St. Petersburg Beach, Florida, February 1999.
Darling Chocolate, a case with Teaching Note concerning entry into the Russian market, with Sergie Starov and Igor
 Gladkikh, ECCH Case Clearing House, 1998.
 “Similarity Effects in Consumer Judgment and Choice,” with Judi Strebel, presented at the Annual Meetings of the
 American Psychological Association, San Francisco, August 1998.
 “Donations to Charity as Purchase Incentives: How Well They Work May Depend on What You are Trying to Sell,”
 with Michal Strahilevitz, Journal of Consumer Research, v24, n4, March 1998, 434-446.
Advertising Management (Prentice Hall, 1996), 5th edition, with Rajeev Batra and David A. Aaker.
Demand for Crumb Rubber in the Western United States (Sacramento, CA: The California Integrated Waste
 Management Board, 1996), 248pp.

"Consumer Information Processing," presented at the Association for Consumer Research European Conference, Copenhagen, June 14-17, 1995.

"On-Line Experimentation in Behavioral Decision Theory Research," presented at the Behavioral Decision Research in Management Conference, Sloan School of Management, M.I.T., May 20-22, 1994.

BOOKS AND MONOGRAPHS

Advertising Management and Instructor's Manual, with Rajeev Batra and David A. Aaker (Upper Saddle River, NJ: Prentice-Hall, 1996), 5th edition. First, second, third and fourth editions, 1975, 1982, 1987, and 1992. Also published in Eastern Economy Edition by Prentice-Hall of India. Translated into Japanese and Spanish.

A Report on Research for the Effective Utilization of Technology Assessment Information, with Peter C. Wilton, National Science Foundation, Technology Assessment and Risk Analysis, Division of Policy Research and Analysis, 1982.

Marketing Research and Knowledge Development: An Assessment for Marketing Management with William F. Massy and Stephen A. Greyser (Englewood Cliffs, NJ: Prentice-Hall, 1980). Selected for inclusion in special Prentice-Hall book series on significant contributions to the advancement of marketing knowledge.

Social Issues in Advertising (New York: American Association of Advertising Agencies, 1971).

Consumer Image and Attitude (Berkeley CA: Institute for Business and Economic Research, 1968).

An Annotated Bibliography on Economic Development and Cultural Change with Special Reference to Overseas Management Development Programs, with H. L. Davis (New York: Ford Foundation, 1964).

CONTRIBUTIONS TO BOOKS

Harold H. Kassarijan and Thomas S. Robertson, eds., Handbook of Consumer Theory and Research (Englewood Cliffs: N.J.: Prentice-Hall, 1992).

Personal acknowledgement, Claes Fornell (ed.), A Second Generation of Multivariate Analysis, Volumes 1 and 2 (New York: Praeger Publishers, 1982).

Acknowledged in Allan D. Shocker (ed.), Analytical Approaches to Product and Marketing Planning (Cambridge, MA: Marketing Science Institute, 1979).

Uusitalo, Liisa, Consumption Style and Way of Life (Helsinki: Helsinki School of Economics, 1979).

MacLachlan, James M., Response Latency: New Measure of Advertising (New York: Advertising Research Foundation, 1977).

Fornell, Claes, Consumer Input for Marketing Decisions: A Study of Corporate Departments of Consumer Affairs (New York: Praeger Publications, 1976).

Takala, Liisa, Consumer Perception and Preferences of Message Structures (Helsinki: Helsinki School of Economics, 1975).

SELECTED ARTICLES, SPEECHES, CHAPTERS IN BOOKS, CASES

"Berkeley Marketing Ph.D. Alumni and Friends Reception," American Marketing Association Annual Educator's Conference, August, 1999 (Organizer).

"A Comparative Analysis of Two Studies of Knowledge Development in Marketing," in P. Rajan Varadarajan and Anil Menon, eds., Enhancing Knowledge Development in Marketing: Perspectives and Viewpoints (Chicago, Ill.: American Marketing Association, 1993).

"What Should a Graduate of Berkeley Know, Believe, or Be Able To Do? Teaching at Berkeley, No. 21, Fall 1988.

"Advances in Marketing Software," American Marketing Association Doctoral Consortium, Berkeley, August 1987.

"Presentation of the ACR Fellow in Consumer Behavior Award," in Melanie Wallendorf and Paul Anderson, eds., Advances in Consumer Research, Vol. XIV (Provo, UT: Association for Consumer Research, 1987), 5-6.

"Task, Expectancy, and Information Assessment Effects in Information Utilization Processes," with Peter C. Wilton, Journal of Consumer Research, 12 (March 1986), 469-486.

"Using Response Latency to Identify Commercials That Motivate," with James MacLachlan, Journal of Advertising Research, 23 (October-November 1983), 51-57.

"New Directions in Family Decision Making Research," with Sunil Gupta and Michael R. Hagerty, in R.P. Bagozzi and A.M. Tybout (eds.), Advances in Consumer Research, Vol. X (Ann Arbor: Association for Consumer Research, 1983), 445-450.

- "Toward a Validation and Extension of the Cognitive Response Model," with Donald Norris, presented at the Annual Conference of the American Psychological Association, Washington DC, August 1982.
- "The Design of Computer-Controlled Experiments on the Utilization of Technology Assessment Information," presented at the Faculty Research and Workshop Series, University of Alberta, April 16, 1982.
- "PREDISCAN: A Scanner Panel Based Pre-Test-Market Measurement and Forecasting System," with Jacob K. Kandathil (working paper).
- "The Future of Marketing Education," Marketing News, XV (July 1981), 14.
- "Marketing Management and the Computer-Television Marriage," Marketing News, XIV (June 1981), sec. 2, 1ff.
- "Professor Myers: 'MBA is Best Training for a Marketing Career'," Marketing News, XIII (July 1979), 1ff.
- "What is the Appropriate Orientation for the Marketing Academician?" in Proceedings, American Marketing Association, 1979. Reprinted in Shelby D. Hunt (ed.), Marketing Theory: The Philosophy of Marketing Science (Homewood, IL: Richard D. Irwin, 1983).
- "Levels-of-Processing, Perceptual Bias, and Comparison Advertising," in W.L. Wilkie (ed.), Advances in Consumer Research, VI (Ann Arbor, MI: Association for Consumer Research, 1979), 95-98.
- "The Effectiveness of Marketing's 'R&D' for Marketing Management: An Assessment," with S.A. Greyser and W.F. Massy, Journal of Marketing 43 (January 1979), 17-29. Reprinted in Shelby D. Hunt (ed.) Marketing Theory: The Philosophy of Marketing Science (Homewood, IL: Richard D. Irwin, 1983); and in Stephen W. Brown and Raymond P. Fisk, Marketing Theory: Distinguished Contributions (New York: Wiley, 1984), 217-232.
- "Introduction to Advertising," in H.L. Davis and A.J. Silk (eds.), Behavioral and Management Science in Marketing (Ronald Press, 1978), 69-75.
- "AMA's Educators: A Small But Influential and Widely Dispersed Group of Scholars," Marketing News, XII (July 1978), 2.
- "Advertising and Socialization," in J.N. Sheth (ed.), Research in Marketing, Vol. 1 (Greenwich, CT: JAI Press, 1978), 169-199.
- "Cluster Analysis of Marketing Data," in J.N. Sheth (ed.), Multivariate Methods for Market and Survey Research (Chicago: American Marketing Association, 1977), 163-185.
- "AMA Education Division Plans Six Workshops in 1977-78." Marketing News, XI (November 1977), 2ff.
- "Results of Poll Reveal Some Latent Discontent Among Marketing Educators," Marketing News, XI (July 1977), 3ff.
- "The Pacific Telephone and Telegraph Company," in W.B. Wentz (ed.), Cases in Marketing Research (Harper & Row, 1975).
- "The Case for a National Commission on Advertising," in S.F. Divita (ed.), Advertising and the Public Interest (Chicago: American Marketing Association, 1974). Also author of the Foreword to this book.
- "An Operational Framework for the Study of Consumer Typology and Process," in J.N. Sheth (ed.), Models of Buyer Behavior: Conceptual Quantitative and Empirical (Harper & Row, 1974), 363-388.
- "Measuring and Monitoring the Impact of Advertising," in R.A. Bauer and T.F. Schutte (eds.) Corporate Social Accounting (Praeger, 1973).
- "The Truth in Advertising Act of 1971," in F.C. Allvine (ed.), Public Policy and Marketing (Chicago: American Marketing Association, 1973).
- "The Sensitivity of Dynamic Time-Path Typologies," Journal of Marketing Research (November 1971).
- Some Causes and Effects of Public Discontent with Advertising (New York: Association of National Advertisers, 1971).
- "Yea-Saying Response Style," with B.W. Becker, Journal of Advertising Research, 10 (December 1970).
- "Decision-Making and Learning: A Simulated Marketing Manager," with G.N. Robertson and C.G.E. Fernald, Behavioral Science (Summer 1970). Reprinted in G.K. Chen and E. Kaczka, Operations and Systems Analysis: A Simulation Approach (Allyn and Bacon, 1970).
- "Time-Path Types: From Static to Dynamic Typologies," with F. M. Nicosia, Management Science, 16 (June 1970).
- "On the Dimensionality Question in Latent Structure Analysis," with F. M. Nicosia in R. P. McDonald (ed.), Marketing Involvement in Society and the Economy (Chicago: American Marketing Association, 1969).
- "On the Study of Consumer Typologies," with F. M. Nicosia, Journal of Marketing Research, V (May 1968). Reprinted in R. L. Day and L. J. Parsons (eds.), Marketing Models: Quantitative Applications (International, 1971).

- "Determinants of Private Brand Attitude," Journal of Marketing Research, IV (February 1967). Reprinted in H. H. Kassarian and T. R. Robertson (eds.), Perspectives in Consumer Behavior (Scott, Foresman, 1968); C. Berenson, Marketing and Society, (Random House, 1970); and S. H. Britt (ed.), Psychological Experiments in Consumer Behavior, (Wiley, 1970).
- "New Empirical Directions in Market Segmentation: Latent Structure Models," with F. M. Nicosia, in R. Moyer (ed.), Changing Marketing Systems: Consumer Corporate and Government Interfaces (Chicago: American Marketing Association, 1967).
- "Patterns of Interpersonal Influence in the Adoption of New Products," in R. M. Hass (ed.), Science, Technology and Marketing (Chicago: American Marketing Association, 1966).
- Determinants of Brand Imagery and Attitude with Special Reference to Private Brands, Ph.D. Dissertation, Northwestern University, June 1966.
- "An Experimental Study of Reinforcement and Participant Satisfaction," with Barry E. Collins, Harry L. Davis, and Alvin J. Silk, Journal of Abnormal and Social Psychology, Spring 1964.
- "Foreign Licensing - An Export Alternative," The Business Quarterly, XXV (Fall 1960). Reprinted in I. A. Litvak and B. E. Mallen, Marketing: Canada (McGraw-Hill, 1964).
- "Basic Issues in Canada-Soviet Trade," and "Soviet Trade and Canadian Business," The Business Quarterly, Winter 1959 and Summer 1959.
- Thirty-five to forty cases written at University of Western Ontario, National Institute of Management Development, Cairo, and Northwestern University, published in D. S. R. Leighton and D. H. Thain (eds.), Canadian Problems in Marketing (New York: McGraw-Hill, 1959, and subsequent editions); National Institute of Management Development, Cairo; and in R. M. Clewett, R. Westfall, and H. W. Boyd, Jr. (eds.), Cases in Marketing Strategy (R. D. Irwin, 1964, and subsequent editions).

DOCTORAL AND MASTERS STUDENT SUPERVISION

A list of twenty-six doctoral dissertations supervised over the period 1970-1994 available on request. Over 250 M.B.A. masters theses were supervised over the period 1964-1990.

SELECTED WORKING PAPERS, SPEECHES, AND REPORTS

- "A Look at the Wells Fargo California Customer," a report for Wells Fargo Bank Corporate Marketing, March, 1998 (confidential).
- "Altruism and Monetary Incentive Effects in Product-Promotion Bundling," with Michal Strahilevitz, Working Paper, October 1993.
- "A Report and External Review of the Marketing Department at the University of Arizona," with Donald Morrison and Michael Houston, November, 1992 (confidential).
- "Attribute Share: Muddling Along With A Fuzzy Concept," presented at ORSA/TIMS Annual Conference, San Francisco, November 1992.
- "Incentives And Product Bundling: Is The Whole Always Equal To The Sum Of The Parts?" (with Michal Strahilevitz) presented at the Behavioral Decision Research in Management Conference, Berkeley, May 1992.
- Discussant, "Consumer Expertise in Search and Preference," Association for Consumer Research Annual Conference, New Orleans, October 1989.
- "Reflections on Marketing Research and Knowledge Development: A Decade Later," American Marketing Association Educator Conference, Chicago, August 1989.
- "Recent Developments in Marketing," Western Association of Collegiate Schools of Business, Tuscon, Arizona, October 1988.
- Discussant, "Advertising Strategy," American Marketing Association Educator Conference, San Francisco, August 1988.
- Understanding Industrial Marketing, Market Planning and Research Development Workshop, Pacific Gas & Electric Company, December 1987 (confidential).
- "Sampling and Statistics," Working Paper, Berkeley Business School, 1986.
- Masters Projects and Doctoral Dissertations, Center for Research in Management, Berkeley Business School, Vols. 1, 2, 3, 4, 1983-1987.
- "Advertising and Information Processing," Working Paper, Berkeley Business School, 1985.

- "The Source, the Message, and Social Factors," Working Paper, Berkeley Business School, 1985.
- "Response to Innovation: The Mediating Effects of Technology Assessment," with Peter C. Wilton, Working Paper M-2, Center for Research in Management, Berkeley Business School, November 1983.
- "The Development of STARSIS: A Strategic Technology Assessment Research and Information System," Center for Research in Management, Berkeley Business School, September 1981.
- "Perceptual and Preference Structures Over Time," Annual Meetings, American Psychological Association, Division 23, 1979.
- "Consumer Preference: Theories and Measurement," Annual Meetings, Association for Consumer Research, 1979.
- "Marketing's Research and Development System," invited lecture, University of Illinois, 1979.
- Marketing Issues Analysis, Network Voice Service Study, prepared for American Telephone and Telegraph Company, Long Lines Division and Stanford Research Institute, 1979 (confidential).
- "Report on the ERDMM Commission," with S. A. Greyser, Annual Meetings, American Marketing Association, 1978.
- "Response Latency and Facial Action Coding Research in Advertising," American Marketing Association Doctoral Consortium, University of Chicago, 1978.
- "The Value of Copy Testing Research," Center for Research in Management, Berkeley Business School, 1978.
- "CREDEC: A Computer-Assisted Name Generation and Decision System," Working Paper, 1978.
- "Product Portfolio Analysis: Methodological Problems and Empirical Directions," Annual Meetings, TIMS/ORSA, 1978.
- "A Note on the Selection of Attributes for Conjoint Analysis," with J. Wind, Center for Research in Management, Berkeley Business School, 1977.

OTHER CREATIVE ACTIVITY

Numerous activities and much report writing done in connection with Associate Dean positions at the Walter A. Haas School of Business, 1983-1990; Director, Ph.D. Program in Business Administration, 1982-1985; Chairman of Marketing and International Business Group, 1974-1977; and Vice President, Education Division, American Marketing Association, Chicago, 1976-1978.

Contributions to the development of the Mass Communications Program of the Berkeley campus.

Development of U.C.-Stanford Distinguished Lecture Series in Marketing, 1976-1978, and Marketing Management Seminar Series, Walter A. Haas School of Business, 1974-1975.

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