



PUBLICATIONS**Books**

1. Marketing Management: Text and Cases  
McGraw Hill-Irwin, (forthcoming)
2. Power Pricing: How Managing Price Transforms the Bottom Line  
Coauthor: Hermann Simon (of Simon, Kucher and Partners, Bonn, Germany)  
Free Press, 1996  
Foreign language versions: Chinese (2000), Korean (1998), Portuguese (1998), German (1997)
3. Managing the New Product Development Process  
Addison-Wesley, 1993
4. Strategic Marketing Management (editor)  
Harvard Business School Press, 1992  
Translated into Spanish and published as La Essencia Del Marketing Estrategia - Vol. 1  
and Plan de acción - Vol. II, Editorial Norma S.A.,  
Bogota, Colombia, 1995
5. Marketing Management (Coauthors: John Quelch and Thomas Kosnik)  
R.D. Irwin, 1993
6. Marketing Management: Principles, Analysis, and Application  
(Coauthors: John Quelch and Benson Shapiro)  
R.D. Irwin, 1985
7. Marketing Management: Strategy, Planning and Implementation  
(Coauthors: John Quelch and Benson Shapiro)  
R.D. Irwin, 1985
8. Marketing Management Readings: From Theory to Practice  
(Coauthors: John Quelch and Benson Shapiro)  
R.D. Irwin, 1985

**Cases** (Harvard Business School Case Services)

1. Milford (A), (A1), (B), (C) (with B. Shapiro)
2. Perkin-Elmer Data Systems Group
3. Sealed Air Corporation
4. Federated Industries

5. Henkel Corporation: International Sealants Brand Sista (A), (B)
6. Henkel Corporation: Umbrella Branding Strategy
7. MSA: The Software Company
8. New York Life Pension Department
9. Strategic Industry Model: Emergent Technologies
10. Bayerische Motoren Werke AG (BMW)
11. Northern Telecom (A), (B)
12. Eastman Kodak Company: Funtime Film
13. The Black & Decker Corporation (A), (B), (C), (D)
14. NIKE in the 1990s (A), (B)
15. Launching the BMW Z3 Roadster (with S. Fournier)
16. L'Oréal of Paris: Bringing "Class to Mass" with Plenitude
17. net.Genesis (with R. Lal)
18. Hilary Winsor: A Career in Marketing
19. Abgenix: Xenomouse

**Textual Notes** (Harvard Business School Case Services)

1. Basic Quantitative Analysis for Marketing
2. Distribution Policy
3. Pricing Policy
4. Marketing Research
5. Research Methods in Marketing: Survey Research
6. Marketing Planning and Organization (with A.J. Silk)
7. Industry Market Strategy
8. Note on Concept Testing
9. Note on Pre-Test Market Models

10. Note on the Market Information Industry
11. Conjoint Analysis: A Manager's Guide
12. Perceptual Mapping: A Manager's Guide
13. Performance Curves: Costs, Prices and Values (with B.P. Shapiro)
14. Industrial Market Research: Beta Site Management
15. Note on Marketing Strategy
16. Note on Low-Tech Marketing Math
17. Going to Market
18. Integrated Marketing Communications
19. Analyzing Consumer Perceptions
20. Analyzing Consumer Preferences
21. Pricing and Market Making on the Internet (with Y. Moon)
22. Pricing: A Value-Based Approach

#### **Journal Articles**

1. "Pricing and Market Making on the Internet" Journal of Interactive Marketing
2. "Pricing Technical Products," The Technology Management Handbook, CRC Press 1999.
3. "Price Customization: the Higher Art of Power Pricing," Marketing Management, 1998
4. "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995.  
Reprinted into German as "Der richtige Preis - ewig das Problem?," Harvard Business Manager, January 1996.
5. "Marketing Turnarounds," European Management Journal, September 1995.
6. "Maximizing the Utility of Customer Product Testing: Beta Test Design and Management," Journal of Product Innovation Management, September 1993. (with John Matthews)
7. "Quantity Discounts: Managerial Issues and Research Opportunities," Marketing Science, Winter 1987. (First Runner-Up for TIMS/ORSA Best Marketing Paper of the Year Award.)
8. "Can We Have Rigor and Relevance In Pricing Research?" (with T. Bonoma, V. Crittenden) in Issues in Pricing Research, T. Devinney ed., Lexington Books, 1987.

9. "Dynamic Pricing Strategy: Incorporating Effects of Consumer Price Expectations," (with P. Yoo and K. Rangan), ZfB, 1987.
10. "Models of New Product Diffusion: Competition Against Existing and Potential Firms," (with A. Jeuland, E. Muller), Diffusion Models, Wind and Mahajan, eds., Ballinger Books, 1986.
11. "The Same Make, Many Models Problems: Managing the Product Line," in A Strategic Approach to Business Marketing, R. Spekman and D. Wilson, eds., American Marketing Association, 1985.
12. "A Stimulation Analysis of Alternative Pricing Strategies in a Dynamic Environment," (with D. Clarke), Journal of Business, January 1984.
13. "An Aspect of New Product Planning: Dynamic Pricing," (with A. Jeuland), TIMS Studies in Management Sciences, Marketing Planning Models, A.A. Zoltners ed., 1982.
14. "Definition and Choice of New Product Pricing Strategies," (with D. Clarke) Third Marketing Measurement Conference Proceedings, May 1981.
15. "Pricing Strategies that Adjust to Inflation," Industrial Marketing Management, 1981.
16. "Experience Curves and Dynamic Demand Models: Implications for Optimal Strategies," (with A. Jeuland) Journal of Marketing, Winter, 1981.
17. "An Assessment of the Contribution of Log-Linear Models to Marketing Research," (with R. Blattberg) Journal of Marketing, Spring, 1981.
18. "Models of Competition: A Review of Theory and Empirical Evidence," Review of Marketing 1981, B. Enis and K. Roering, eds.
19. "The Extent of Suboptimality of Myopic Pricing Rules," in Marketing in the 1980s: Changes and Challenges, R. Bagozzi et al., eds., August 1980.
20. "The Panic of the 1980s; It's Pricing," Sales and Marketing Management, June 19, 1980.
21. "The Costs of Model Overfitting," American Marketing Association 1979 Educators' Conference Proceedings, August 1979.
22. "Incentive Mechanisms for Priority Queuing Problems," Bell Journal of Economics, Autumn 1978.
23. "A Normative Model of Industrial Buyer Response to Quantity Discounts," in Research Frontiers in Marketing: Dialogues and Directions, S.C. Jain, ed., August 1978.
24. "Marketing Segmentation via Alternative Discriminant Procedures," in Marketing: The Challenge and Opportunities, August 1975.

**WORKING PAPERS**

1. "Paradoxes: The Prosperity and People of the U.S. Tobacco Industry"
2. "Strategies for Addiction: Measures and Countermeasures"

### **VIDEO TAPES**

1. "Teaching By the Case Method," (with T.V. Bonoma), American Marketing Association, 1988.

### **RESEARCH/EDITORIAL POSITIONS**

- Editor, Field Studies Section, Marketing Science, 1989 - 1994
- Member Editorial Review Board
  - Journal of Marketing, 1978 - 1984, 1990 - 1998
  - Marketing Science, 1982 - 1988
- Member
  - Marketing Science Institute Advisory Council, 1986 - 1989
  - Harvard Business School Press Publications Review Board, 1989 – 1992
  - Journal of Public Policy and Marketing, 2001-

### **OTHER**

- American Marketing Association Doctoral Consortium
  - Coordinator, 1989
  - Faculty Member, 1984, 1986, 1988, 1990
- American Marketing Association Faculty Consortium
  - Faculty Member, 1990, 1992
- Visiting Professorship
  - IESE, Barcelona, Spain  
January – June, 2001

**SELECTIVE CONSULTING/EXECUTIVE EDUCATION ACTIVITY**

Air Products  
Bethlehem, PA  
Marketing Strategy

Alcan Aluminum (U.S.)  
Cleveland, OH  
Pricing Seminar

AlliedSignal  
Morristown, NJ  
Pricing Seminar

Ameritech  
Chicago, IL  
Marketing Management

Ames Laboratories  
Elkhart, IN  
Marketing Management

Atlantic Richfield  
Los Angeles, CA  
Executive Continuum

Automation Unlimited  
Woburn, MA  
Marketing Strategy

Bethlehem Steel Corporation  
Bethlehem, PA  
Management Development Course

Chase Manhattan Bank  
Far East Group  
Sales Management Seminar

Citicorp  
St. Louis, MO  
Sales Management

Cognizant Corporation/Nielsen Ratings  
New York, NY  
Business Strategy

Council on Financial Competitiveness  
Washington, DC  
Marketing Management

Cresiful Investment Bank  
Sao Paulo, Brazil  
Marketing Management

CYDSA Group  
Monterrey, Mexico  
Pricing Seminar

Digital Equipment Corporation  
Maynard, MA  
Field Sales Manager Training

Digital Equipment Corporation  
Maynard, MA  
Marketing Management Program

Discovery Systems  
Dublin, OH  
Marketing Strategy

Domino's Pizza  
Ann Arbor, MI  
Pricing Strategy

Dupont  
Wilmington, DE  
Pricing Strategy

Ethicon, Inc.  
Somerville, NJ  
Marketing Management Conference

Ford Motor Company  
Detroit, MI  
Marketing Management

Gannett Newspapers  
Washington, DC  
Marketing Planning Seminar

General Electric Corporation  
Crotonville, NY  
Advanced Marketing Management Seminar

Genrad Corporation  
Waltham, MA  
Marketing Management

Gore Associates



Wilmington, DE  
Marketing Management

Graybar Electric  
St. Louis, MO  
Marketing Management

Hartford Steam Boiler Co.  
Hartford, CT  
Marketing Management

Harvard Business School  
Strategic Marketing Management Course  
Boston, MA

Harvard Business School  
Strategic Marketing Management Course  
Vevey, Switzerland

Harvard Business School  
Multinational Marketing Management Course  
Belgirate, Italy

D.C. Heath  
Lexington, MA  
New Product Development

Interlake Group, Inc.  
Oak Brook, IL  
Managers Marketing Strategy

International Business Machines  
White Plains, NY  
Seminar for Retail Industry Staff

International Business Machines  
National Marketing Group - Atlanta, GA  
Food and Drug Wholesaling Seminar

Omega  
Roy, Utah  
Pricing Seminar

Instituto Dirigenti Italiani  
Milan, Italy  
Marketing Management Seminar

Knoll Group  
New York, New York  
Business Strategies/Board of Directors

Lex Services  
London, England  
Marketing Strategy

3M  
Minneapolis, MN  
Pricing Strategy

Merrill Lynch  
New York, NY  
Marketing Management

NASA Office of Space Flight  
Washington, DC  
Marketing Strategy

New York Stock Exchange  
New York, NY  
Pricing Policy

Polaroid Corporation  
Cambridge, MA  
Polaroid/Kodak Litigation

Sunburst Farms  
Miami, FL  
Marketing Strategy

SCM Corporation  
Ossining, NY  
Marketing Management

Teleflex, Inc.  
Limerick, PA  
Marketing Planning Seminar

Texas Instruments Incorporated  
Dallas, TX

Marketing Management

Texas Instruments Metallurgical  
Attleboro, MA  
Marketing Management

Turbo Dynamix  
Cambridge, MA  
Board of Directors

Union National Bank  
Little Rock, AR  
Senior Officers Seminar

United Way  
Washington, DC

Warnaco, Inc.  
New York, NY  
Board of Directors

Welbilt Corporation  
Maspeth, NY  
Marketing Planning Seminar

Westinghouse Broadcasting  
New York, New York  
Pricing Strategy

Xerox Corporation  
Stamford, CT  
Marketing Management

Young Presidents Organization  
Indiana  
Marketing Strategy Seminar

**EXPERT WITNESS/LITIGATION WORK**

• **Cases with Trial Testimony or Deposition**

1. for Polaroid in Polaroid v. Kodak  
trial testimony: July 1989
2. for Honeywell in Honeywell v. Minolta  
deposition: April 1991  
trial testimony: November 1991
3. for State of Minnesota et al v. Philip Morris et al  
deposition: August 1997  
trial testimony: March 1998
5. for Medtronic in Medtronic v. Guidant Corp.  
deposition: September 1999  
trial testimony: November 1999
6. for Key Pharmaceutical in Key v. Mylan  
deposition: September 1998  
trial testimony: October 1998
7. for SmithKline-Beecham in SmithKline-Beecham v. Mellon  
deposition: January 1991
8. for Gillette in Gillette v. Scripto  
deposition: November 1992
9. for Honeywell in Honeywell v. Fuji Photo Film  
deposition: June 1993
10. for Glaxo in Glaxo v. Genpharm  
deposition: November 1994  
Case settled before trial
11. for Lotus Development in Lotus v. Borland  
deposition: February-March 1995
12. for Pitney Bowes in Pitney Bowes vs. Hewlett-Packard  
deposition: October 1997
13. for Commonwealth of Massachusetts et. al vs. Philip Morris et.al  
deposition: October 1998
14. for Compaq in Compaq vs. eMachines  
deposition: July 2000

- **Cases settled prior to any testimony**
  - for SmithKline-Beecham in SmithKline-Beechman v. Yankelovich, Skelley and White
  - for Time Warner/HBO in Time Warner/HBO v. Viacom
  - for Compaq Computer in Compaq v. Packard Bell
  - for Coca-Cola Company in Coca-Cola v. Internal Revenue Service