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## Contributors

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**Michael Ahearne** is the C.T. Bauer Chaired Professor in Marketing and Executive Director of the Sales Excellence Institute at the Bauer College of Business, University of Houston. His research focuses primarily on two areas: the performance of sales organizations and building brand identity and corporate image.

**Sönke Albers** is Professor of Marketing and Innovation and Dean of Research at Kühne Logistics University in Hamburg, Germany. His research interests are in the fields of sales management, marketing mix planning, electronic business and the diffusion of innovations. He works primarily with quantitative models but also does empirical research testing hypotheses.

**Kersi D. Antia** is Assistant Professor of Marketing, School of Business, University of Wisconsin–Madison. His research deals with the governance of inter-firm relationships (vertical channel relationships, franchising, strategic alliances) and the impact of technology, particularly the Internet and its information-sharing capabilities, on these relationships. Though trained as a survey researcher, Kersi has developed a significant interest in longitudinal analysis.

**Ranjan Banerjee** is the Director and Group COO of Insta Worldwide. His research interests center on distribution channel design and management and customer relationship management, including how to use analytical and empirical approaches to explain the existence of multiple channels of distribution, as well as the performance implications of channel governance choices.

**Roger Baxter** is a Senior Lecturer at AUT University, Auckland, New Zealand. He researches value creation and resource flows in relationships. He has published in *Industrial Marketing Management* and the *Journal of Business Research*. Before entering academia, he worked in senior sales and marketing positions in multinational corporations.

**Joshua T. Beck** is a marketing PhD student at the University of Washington in Seattle. His research interests in the relationship marketing domain center on trying to understand how relational assets are created and implemented along with other strategic assets to enhance a firm's competitive advantage in various market environments. His research has appeared in the *Journal of Consumer Psychology*.

**Mark Bergen** is the James D. Watkins Chair in Marketing at the Carlson School of Management. Bergen's research focuses on pricing and channels of distribution, where he has studied issues such as pricing as a strategic capability, price wars, price pass-throughs, branded variants, dual distribution, gray markets, co-op advertising and quick response.

**Torsten Bornemann** is Assistant Professor of Marketing at the University of Mannheim, Germany. His research interests include innovation management, marketing strategy and business-to-business marketing.

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**Kevin Bradford** is Associate Professor, Mendoza College of Business, University of Notre Dame. Kevin conducts research on developing an understanding of significant issues within the marketing system and its relationship to society. His work has centered on the marketing domain (e.g. salespeople, sales management, development of relationships), the customer domain (e.g. buyer-seller relationships) and public policy domain (e.g. firearm diversion, distribution channel capability, responsibility).

**Steven P. Brown** is Bauer Professor of Marketing at the C.T. Bauer College of Business, University of Houston. His research interests focus on identifying ways of building and sustaining competitive advantage through effective sales and service organizations.

**Frank Cespedes** is a Senior Lecturer at Harvard Business School where he has taught Marketing, Strategy and Entrepreneurial Management in the MBA and various executive education programs. For 12 years he was Managing Partner at the Center for Executive Development (CED), a firm that worked with firms in the United States, Asia and Europe on strategy implementation issues. He is the author of six books, and articles in *Harvard Business Review*, *Journal of Personal Selling & Sales Management*, *Organization Science*, *Wall Street Journal*, and other publications.

**Jennifer D. Chandler** is Assistant Professor of Management at California State University Fullerton, Mihalyo College of Business and Economics. She holds a BA from UCLA, an MBA from the University of Hawaii at Manoa and a PhD from the University of California, Irvine. Dr Chandler focuses on strategy, the resource-based view of the firm and social network analysis. She is interested in innovation, learning and knowledge management.

**Rajesh K. Chandy** is Professor of Marketing and Academic Director of the Institute for Innovation and Entrepreneurship at London Business School, where he also holds the Tony and Maureen Wheeler Chair in Entrepreneurship. Dr Chandy's areas of expertise include innovation, technology management, emerging markets and marketing strategy. His research and publications have received several awards, including the *Journal of Marketing* Harold Maynard Award for contributions to marketing theory and thought. His papers have also been named as finalists for the *Journal of Marketing Research* William O'Dell Award for the most significant long-term contribution to marketing, the INFORMS Society for Marketing Science Practice Prize, and the *Journal of Marketing Research* Paul Green award for contributions to the practice of marketing research.

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**Anne T. Coughlan** is J.L. & Helen Kellogg Professor of Marketing, Kellogg School of Management, Northwestern University. Coughlan's main research interests are in the

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**George E. Cressman Jr** is founder and president of World Class Pricing, a consultancy specializing in helping clients build world-class pricing managers. George has over 28 years of experience in the chemicals industry, having worked in positions of pricing, marketing and business management, finance, research and manufacturing.

**Shantanu Dutta** works in the Marshall School of Business at the University of Southern California. He is an expert on strategic marketing, especially in high-technology markets. He also studies how firms use distribution, partnerships and value pricing to build competitive advantages. His research has been published in leading marketing, economics and management journals, including the *Journal of Marketing*; *Journal of Marketing Research*; *Marketing Science*; *Quarterly Journal of Economics*; *Journal of Law and Economics*; *Journal of Law, Economics and Organization*; *Management Science* and *Strategic Management Journal*. He serves on the editorial boards of the *Journal of Marketing Research* and *Marketing Science* and is Secretary of the Informs Society for Marketing Science.

**Liam Fahey** is co-founder and executive director of Leadership Forum, Inc. He serves as Professor of Management Practice at Babson College. His academic research, organization consulting and executive teaching focus on the creation and use of ‘marketplace intelligence’: developing superior understanding of the competitive present and future to shape and inspire more informed and incisive decision-making.

**Shankar Ganesan** is the Karl Eller Professor of Marketing in the Department of Marketing at the Eller College of Management, University of Arizona. Professor Ganesan’s research interests focus on the areas of inter-organizational relationships, buyer–seller negotiations, service failure and recovery, and new product innovation.

**Mrinal Ghosh** is the W.H. and Callie Clark Associate Professor of Marketing at the Eller College of Management, University of Arizona. His primary research interests lie in using the lens of organizational economics to study marketing problems in the domain of business-to-business marketing, marketing strategy, entrepreneurship and innovation, marketing channels and sales force compensation and design.

**Srinath Gopalakrishna**’s research focuses on quantitative modeling approaches to problems in B2B marketing and sales. His research examines the effectiveness of B2B communications such as advertising, direct mail and trade shows and how they can be integrated with personal selling. He has received the Distinguished Research Fellowship Award, the O’Brien Award and the Kemper Award for Teaching Excellence at the University of Missouri.

**Abbie Griffin** holds the Royal L. Garff Presidential Chair in Marketing and is Chair of the Marketing Department at the University of Utah’s David Eccles School of Business.

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**Sandy Jap** is the Dean's Term Chair Professor of Marketing at the Goizueta Business School, Emory University. Sandy is a leading expert in the field on the development and management of inter-organizational relationships, multichannel issues, online procurement and B2B e-commerce. Her PhD is from the University of Florida (Go Gators!).

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**Kevin Lane Keller** is the E.B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Professor Keller's general area of expertise lies in marketing strategy and planning and branding. Professor Keller is currently conducting a variety of studies that address strategies to build, measure and manage brand equity.

**Philip Kotler** is the S.C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management, and one of the world's leading authorities on marketing. His writing had defined marketing around

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**Arch G. Woodside** is Professor of Marketing, Boston College. He is a Fellow of the American Psychological Association, APS, Royal Society of Canada, Society for Marketing Advances and the International Academy for the Study of Tourism. He is a past president of the Society of Consumer Psychology. He is the Editor-in-Chief of the *Journal of Business Research*. He is the founder of the International Academy of Culture, Tourism, and Hospitality Research. He is the Editor of the Emerald Publishing book series, *Advances in Business Marketing and Purchasing*.

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