February, 2012

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Harold C. Simmons Distinguished Professor of Marketing
Edwin L. Cox School of Business
Southern Methodist University Dallas, Texas 75275
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I. EDUCATIONAL BACKGROUND

l969 Bachelor of Arts (magna cum laude)
University of Minnesota, Duluth
Area of Concentration: General Business and Economics

l970 Master of Business Administration
University of Minnesota, Minneapolis
Area of Concentration: Management

l973 Doctor of Philosophy in Business Administration
University of Minnesota, Minneapolis
Area of Concentration: Marketing

II. ACADEMIC POSITIONS

January 1990 to Present	Harold C. Simmons Distinguished Professor of Marketing Southern Methodist University
Fall 1985 to December 1989	Professor of Marketing and the Marilyn and Leo F. Corrigan Endowment Southern Methodist University
Fall 1981 to Summer 1985	Professor of Marketing Southern Methodist University
Fall 1977 to Summer 1981	Associate Professor of Marketing Southern Methodist University
Fall 1976 to Summer 1977, Summer 1979	Visiting Professor of Marketing University of Texas at Austin
Fall 1973 to Summer 1976	Assistant Professor of Marketing Southern Methodist University

III. ADMINISTRATIVE POSITIONS

Fall 1985 to Summer 1988	Founder and Director, Center for Marketing Management Studies, Southern Methodist University
Fall 1985 to Summer 1988	Chairman, Department of Marketing Southern Methodist University
Fall 1979 to Summer 1985	Director of Research and Development Edwin L. Cox School of Business Southern Methodist University

IV. UNIVERSITY SERVICE

M.B.A. Program Review Committee, l974-75
Educational Affairs Committee, l974-76
Faculty Advisor, Delta Sigma Pi, l975-76, 1984-85
Faculty Sponsor, SMU Student Chapter, Alpha Iota Delta, l975-76
M.B.A. Admissions Committee, l977-78
Executive MBA Admissions Committee, 1984-91
Executive MBA Program Review Committee, 1980-81, 86-88
Executive MBA Advisory Committee, 1988-90
MBA Executive and Policy Committee, 1995-00
BBA Policy Committee, 1997-02, Chairman, 2000-02
Cox School of Business Executive Committee, l977-86, 97-98, 99-00, 01-02, 07-08
Cox School of Business Research and Development Committee, l977-85, 90-96, 98-2012, Chairman, 1979-1985
President of the Business School Faculty, l978-79, 86-87
Cox School of Business Faculty Rank and Tenure Committee, 1979-84, 2000-02, 05-12
Cox School of Business Long Range Planning Committee, 1980-81, 86-88
Distinguished Chair and Professorship Search Committees
- Distinguished Professor of Organization Behavior and Administration, 1977-78
- Herman W. Lay Chair Professor of Marketing, 1973-74, Chairman, 81-82, 90-93
- Marilyn and Leo F. Corrigan Trustee Professor, 1981-82
- Harold C. Simmons Distinguished Professor of Marketing, Chairman, 1985-86
- Ann Cox Chair Professor of Business Policy, 1998-00
- Phyllis Gough Huffington Chair Professor of Finance, 1999-00
- Distinguished Professor of Accounting, 2001-02
- Cox School Distinguished Chair Review Committee, 2000-02
- Bobby B. Lyle Endowed Professorship of Entrepreneurial Studies, 2006-07

University Library Committee, 1981-83, 97-98
University Enrollment Management and Planning Committee, 1987-88
University Admissions Committee, 1988-1993, Chairman, 1989-90
University Accreditation Committee: Educational Programs, 1990

University Research Council, 1993-99
University Task Force on Graduate Education, 1994-95
University Faculty Senate, 1997-98
University Task Force on the Center for Teaching Excellence 2010
University Second Century Campaign Committee, 2010-2015

V. PROFESSIONAL MEMBERSHIPS, HONORARY SOCIETIES, AND HONORS

American Marketing Association
Academy of Marketing Science
Pi Gamma Mu, Honorary Society in the Social Sciences
Alpha Iota Delta, Honorary Society in the Decision Sciences
Delta Sigma Pi, Professional Business Fraternity
Beta Gamma Sigma, Honorary Society in Business Administration
Who's Who Among America's Teachers, 1998 Edition
Distinguished Fellow, Academy of Marketing Science
Management Education Research Institute Fellowship: 2007

VI. EDITORIAL AND PROFESSIONAL ACTIVITIES

American Marketing Association:
- Board of Directors and Vice President of Publications, 1991 to 1994
- AMA Foundation Board of Trustees, 2005-10; Vice Chairman, 2007-11
- Editor, Journal of Marketing, 1988 to 1990
- Doctoral Dissertation Award Committee, 1989, 1991, 1992
- Doctoral Consortium Faculty, 1982, 1987-1989, 2002-05, 2009-11
- Doctoral Consortium Task Force, 1995
- Faculty Consortium on Sales and Sales Management, 1984
- William F. O'Dell Award Committee for the Journal of Marketing Research, 1986, 1987
- Sheth Foundation Award Committee for the Journal of Marketing, 2002-04, 06, 10.

Academy of Marketing Science:
- Board of Governors, 1998-2004
- Journal of the Academy of Marketing Science Editor Selection Committee, 2002

Editorial and Advisory Boards:
- Journal of Marketing, 1982 to 1999, 2008-present
- Journal of Marketing Research, 1982 to 1990
- Journal of the Academy of Marketing Science, 1991 to 2000
- Journal of Strategic Marketing, 1999 to Present
- Journal of Retailing, 1985 to Present
- Marketing Letters: A Journal of Research in Marketing, 1989 to 2001
- Marketing Education Review, 1989 to 1994, 2001 to 2006
- Journal of Promotion Management, 1990 to 1999
- Journal of Business & Industrial Marketing, 1985 to Present

Journal of Business Research, 1985 to 1988
American Marketing Association Educators' Conference:
Marketing Management and Strategy Track Chairman, 1984
Best Paper Award Committee, 1987, 1988
Reviewer, 1979, 1982, 1985, 1986, 1998, 1999, 2002, 2005, 2008
Guest Co-Editor, "Strategic Issues in Retailing," Journal of Retailing, Fall, 1983
Book Review Editor, Journal of Marketing Research, 1982 to 1985
(Associate Editor, 1976-1982)
Occasional Reviewer, American Economic Review, Marketing Science, Journal of Consumer Research, International Marketing Review, Decision Sciences, Marketing Science Institute, Case Research Journal
Committee on Teaching Effectiveness, Decision Sciences Institute, l974
Keynote Speaker, Albert Haring Symposium, Indiana University, 1989

VII. BOOKS

Strategic Marketing Problems: Cases and Comments. Thirteenth Edition, Upper Saddle River, NJ: Prentice-Hall, Inc., 2013, with R. Peterson. Foreign language translations: Chinese, Portuguese, and Spanish.

Marketing. Eleventh Edition, Burr Ridge, IL: McGraw Hill/Irwin, 2013, with W. Rudelius, and S. Hartley. Foreign language translations and adaptations: French, Spanish, Korean, Portuguese, Italian, Russian, Polish, Chinese, Australia, Asia, Thailand, United Kingdom.

Marketing: Eighth Canadian Edition. Toronto: McGraw-Hill Ryerson, Ltd., 2011, with W. Rudelius, S. Hartley and F. Crane.

Marketing: The Core, 4th edition, Burr Ridge, IL: McGraw Hill/Irwin, 2011, with W. Rudelius and S. Hartley.

Marketing Strategy, Vol. 1, Wiley International Encyclopedia of Marketing (Chichester, UK: Jolan Wiley & Sons, Ltd, 2011, Co-editor with R. Peterson.)

Marketing Mix Decisions: New Perspectives and Practices. Chicago: American Marketing Association, 2008, Co-editor with Rob O'Regan.

Contemporary Perspectives on Strategic Market Planning. Boston: Allyn & Bacon, Inc., 1990, with V. Mahajan and P. Varadarajan.

Perspectives on Strategic Marketing Management. Second Edition, Boston: Allyn & Bacon, Inc., 1983, Co-edited with R. Peterson.

VIII. BOOK CHAPTERS AND CONTRIBUTIONS

"The Quality of Self-Report Data: Review and Synthesis," in Review of Marketing: 1981, B. Enis and K. Roering, eds. (Chicago: American Marketing Association, 1981), with R. Peterson.

"The CEO Spokesperson in Consumer Advertising: An Experimental Investigation," in Current Issues and Research in Advertising, J. Leigh and C. Martin, eds. (Ann Arbor: University of Michigan Press, 1981), with T. Barry.

"Store Image Measurement in Patronage Research: Fact and Artifact," in Patronage Theory and Retail Management, R. Lusch and W. Darden, eds. (New York: Elsevier North Holland, Inc., 1983), with R. Peterson.

"Metamorphosis in Strategic Market Planning," in Contemporary Views on Marketing Practice, J. Sheth and G. Frazier, eds. (Lexington, MA: Lexington Books, 1987), with V. Mahajan and P. Varadarajan.

"Product Cannibalism," in Marketing Managers Handbook, 3rd ed., S. J. Levy, G. R. Frerichs, and H. L. Gordon, eds. (Chicago: Dartnell Company, 1994), with D. Riskey.

"Competitor Analysis," in Handbook on Marketing Strategy, V. Shankar and G. Carpenter, eds. (Northampton, MA: Edward Elgar, Publishing, 2011), with J. Czpiel.

IX. JOURNAL ARTICLES

Assessing Retail Opportunities in Low Income Areas," Journal of Retailing, 48 (Fall, l972), 96-114, with C. W. Rudelius and R. Hoel. Reprinted in R. Buskirk (ed.), Managing the New Enterprise (St. Paul: West Publishing Co., l976).

"Personalization Strategies, Response Rate and Response Quality in a Mail Survey," Social Science Quarterly, 55 (June, l974), l75-8l.

"A Guide to Products Liability," Atlanta Economic Review, 24 (November-December, 1974), 48-51, with R. Craine. Reprinted in KEYS...To Industrial Marketing Techniques (New York: McGraw-Hill Publications, l974).

"Consumer Legislation: A Proactive or Reactive Response to Consumerism?" Journal of the Academy of Marketing Science, 2 (Fall, 1974), 582-591, with M. Harvey. Reprinted in H. Berkman, et al. (eds.), Marketing Update: Dynamic Marketing Readings (Dubuque, Iowa: Kendall/Hunt Publishing Co., l977).

"Evaluation of Retail Business Locations Through Profitability Analysis," Journal of Small Business Management, 13 (January, l975), 41-45, with M. Harvey. (Reprinted in

H. Hand and A. T. Hollingsworth (eds.), Practical Readings in Business (Philadelphia: W. B. Saunders Publishers, 1978).

"TRI-CHI: A Program for the Analysis of Three Dimensional Contingency Tables Via Log Linear Models," Journal of Marketing Research, 12 (February, l975), 82, with W. Woodward and J. Reeves.

"Contingency Planning for Product Recall," MSU Business Topics, 23 (Summer, 1975), 5-12, with M. Harvey. Reprinted in L. Boone (ed.), Management Perspectives in Marketing (Encino, Calif.: Dickenson Publishing Co., l977).

"Multinational Corporations vs. Organized Labor: Divergent Views on the Causes of Domestic Unemployment," California Management Review, l8 (Spring, 1976), 5-13, with M. Harvey.

"Methodological Considerations in Corporate Mail Surveys: A Research Note," Journal of Business Research, 4 (August, l976), 277-281, with M. Harvey.

"Personalization, Respondent Anonymity and Response Distortion in Mail Surveys," Journal of Applied Psychology, 62 (February, 1977), 86-89, with R. Peterson.

"Multiple Learning Tracks For Training Multinational Managers," Training and Development Journal, 3l (August, l977), 44-48, with M. Harvey.

"Perspectives on Demarketing During the Energy Crisis," Journal of the Academy of Marketing Science, 5 (Fall, 1977), 327-338, with M. Harvey.

"The Female Role in Advertisements: Some Experimental Evidence," Journal of Marketing, 41 (October, l977), 59-63, with R. Peterson. Abstracted in Wharton Magazine, February 1978.

"Cannibalism and New Product Development," Business Horizons (October, 1978), 25-3l, with M. Harvey and J. Rothe Reprinted in:

> AMA Digest, March, 1979 (New York: American Management Association)
>
> Readings in Marketing Strategies and Programs, J. Guiltinan and G. Paul, eds. (New York: McGraw-Hill Book Company, 1982)
>
> Marketing Effectiveness: Insights from Accounting and Finance, S. Shapiro and V. Kirpilani, eds. (Boston: Allyn and Bacon, 1984)
>
> Marketing Management Readings: From Theory to Practice, B. Shapiro, R. Dolan, and J. Quelch, eds. (Homewood, IL: Richard D. Irwin, 1985).

"Teaching Effectiveness in the Decision Sciences: The Use of Student Evaluations," Decision Sciences, 9 (October, l978), 712-724, with R. Peterson and W. Martin.

"Black Model Appearance and Product Evaluations," Journal of Communication, 29 (Winter, 1979), 123-28.

"Women in Advertisements: Retrospect and Prospect," Journal of Advertising, 8 (Summer, 1979), 37-42, with W. Lundstrom and D. Sciglimpaglia.

"Diagnosis and Management of the Product Cannibalism Syndrome," University of Michigan Business Review, 31 (November, 1979), 18-24, with M. Harvey.

"The Effective Use of Marketing Research Consultants," Industrial Marketing Management, 9 (April, 1980), 69-73, with R. Peterson.

"Household Income Data Reports in Mail Surveys," Journal of Business Research, 8 (September, 1980), 301-13, with R. Peterson.

"Decision-Making Style and Acquisition of Information: Further Exploration of the Myers-Briggs Type Indicator," Psychological Reports, 49 (August, 1981), 132-34, with J. W. Slocum, Jr.

"The Sales-Advertising Interface in Promotion Planning," Journal of Advertising, 10 (Fall, 1981), 35-41, with A. Dubinsky and T. Barry.

"Alternative Approaches to the Two Group Concordance Problem in Brand Preference Rankings," Journal of Marketing Research, 19 (August, 1982), 386-89, with A. Palachek.

"Formulating Push Marketing Strategies: A Method and Application," Journal of Marketing, 47 (Winter, 1983), 25-34, with M. Levy and J. Webster. Italian translation and reprinted in Marketing Espansione, November, 1983.

"Scheduling Telephone Interviews," Journal of Advertising Research, (April-May, 1983), 41-47, with R. Peterson.

"Managing the Growth-Financial Policy Nexus in Retailing," Journal of Retailing, 59 (Fall, 1983), 19-48, with R. Higgins.

"Effects of Preliminary Contacts on Volunteering in Mail Surveys: Another View," Perceptual and Motor Skills, 57 (December, 1983), 1282.

"Introduction Strategy for New Products with Positive and Negative Word-of-Mouth," Management Science, 30 (December, 1984), 1389-1404, with V. Mahajan and E. Muller.

"Mergers and Acquisitions in Retailing: A Review and Critical Analysis," Journal of Retailing, 61 (Spring, 1985), 9-34, with N. Varaiya. Selected as the Journal of Retailing Outstanding Article for 1985.

"Value-Based Planning in Retailing," Journal of Retailing, 61 (Winter, 1985), 5-10, with N. Varaiya. Invited Paper.

"Is There Value In Value-Based Planning?" Journal of Retailing, 62 (Winter, 1986), 452-57, with N. Varaiya.

"Assessing Trade Show Functions and Performance: An Exploratory Study," Journal of Marketing, 51 (July, 1987), 87-94, with W. Cron.

"The Relationship Between Growth, Profitability, and Firm Value," Strategic Management Journal, 8 (September-October, 1987), 487-497, with N. Varaiya and D. Weeks.

"Assessing Market Penetration Opportunities and Saturation Potential for Multi-Store, Multi-Market Retailers," Journal of Retailing (Fall, 1988), 315-333, with V. Mahajan and S. Sharma.

"A Note on Alternative Contact Strategies in Mail Surveys," Journal of the Market Research Society (July, 1989), 409-418, with R. Peterson and G. Albaum.

"Developing Problem Solving Skills in Case Courses: A Comment," Marketing Education Review, (Winter, 1991), 86-88. Invited Paper.

"An Empirical Assessment of Merger and Acquisition Activity in Retailing," Journal of Retailing, 67 (Fall, 1991), 321-338, with V. Kumar and A. Pereira.

"Marketing's Contribution to the Strategy Dialogue Revisited," Journal of the Academy of Marketing Science, 20 (October, 1992), 331-334. Invited Paper.

"First-Mover Advantage: A Synthesis, Conceptual Framework and Research Propositions," Journal of Marketing, 56 (October, 1992), 33-52, with P. Varadarajan and R. Peterson. Reprinted in IEEE Transactions: Engineering Management Review, Winter, 1993.

"Store Shopping Experience and Consumer Price-Quality-Value Perceptions," Journal of Retailing, 68 (Winter, 1992), 376-397, with A. Jain and D. Howard. Selected as the Journal of Retailing Outstanding Article Runner-Up for 1992.

"Question Effects on Question Generation and the Mediation of Attitude Change," Psychological Reports, 74 (August, 1994), 209-210, with D. Howard.

"Product Hierarchy and Brand Strategy Influences on the Order of Entry Effect for Consumer Packaged Goods," Journal of Product Innovation Management, 13 (January, 1996), 21-34, with G. Kalyanaram and D. Howard.

"In Pursuit of an Ideal: The Editorial and Literary History of the Journal of Marketing," Journal of Marketing, 60 (January, 1996), 1-13.

"Exploring the Brand Value-Shareholder Value Nexus for Consumer Goods Companies," Journal of the Academy of Marketing Science, 26 (Fall 1998), 260-273, with R. Sethuraman. Winner of the Sheth Foundation Award for the best article of 1998. Reprinted in F. Riley, Debates in Brand Management (Thousand Oaks, CA: Sage Publications, 2009).

"Revisiting Marketing's Lawlike Generalizations: A Comment," Journal of the Academy of Marketing Science, 27 (Winter 1999), 101-104, with R. Sethuraman. Invited paper.

"The Effects of Brand Name Similarity on Brand Source Confusion: Implications for Trademark Infringement," Journal of Public Policy & Marketing, 19 (Fall, 2000), 250-264, with D. Howard and C. Gengler.

"Measurement and Tracking of Brand Equity in the Global Marketplace: The PepsiCo Experience," International Marketing Review, Vol. 18, No. 1, 2001, 91-96, with P. Kish and D. Riskey. Invited paper.

"The Effects of Personalized Product Recommendations on Advertisement Response Rates: The "Try This. It Works!" Technique," Journal of Consumer Psychology, Vol. 14 (3), 2004, 271-279, with D. Howard.

"Reflections of a Marketing Educator with Scholarly Ambitions," Journal of Marketing, 68 (October 2004), 186-190. Invited paper.

"A Field Study Comparing Online and Offline Data Collection Methods for Identifying Product Attribute Preferences Using Conjoint Analysis," Journal of Business Research, 58 (May 2005), 602-610, with R. Sethuraman and W. Cron.

"Strategic Marketing and the Chief Marketing Officer," Journal of Marketing, 69 (October 2005), 12-14. Invited comment.

"Broadening the Scope of Reference Price Advertising Research: A Field Study of Consumer Shopping Involvement," Journal of Marketing, 70 (October 2006), 185-204, with D. Howard.

"Reference Price and Scarcity Appeals and the Use of Multiple Influence Strategies in Retail Newspaper Advertising," Social Influence (March 2007), 18-28, with D. Howard and S. Shu.

"Industry and Product Life Cycle Effects on Barriers to Market Entry," Journal of Strategic Marketing, (September 2007), 269-280, with F. Karakaya.

"The Effects of Name Similarity on Message Processing and Persuasion," Journal of Experimental Social Psychology (January 2011), with D. Howard, 63-71.

"Changing Your Mind About Seeing a Brand That You Never Saw: Implications for Brand Attitudes," Psychology & Marketing (February 2011), with D. Howard, 168-187.

X. CONFERENCE PROCEEDINGS PAPERS

"Selected Insights Into Ecologically Responsible Consumption Behavior," Proceedings of the Sixth Annual Conference of the Decision Science Institute (DSI), 1974.

"Teaching Effectiveness as a Criterion in Faculty Evaluations," Proceedings of the Sixth Annual Conference of the DSI, l974, with A. El-Dirghami and S. Antiocha.

"Personal Influence in Product Management: An Empirical Investigation," Proceedings of Southern Marketing Association, l974, with J. Rothe.

"Teaching Effectiveness: How Do We Rate?" Combined Proceedings of the American Marketing Association, 1975, with R. Peterson and W. Martin.

"Interpreting Three-Dimensional Contingency Tables via Log-Linear Models," Proceedings of the Seventh Annual Conference of the DSI, l975, with C. Read.

"The Product Recall Experience Among Consumer Goods Firms," Combined Proceedings of the American Marketing Association, l976, with M. Harvey.

"Marketing Practicum: Career Exposure for Graduate Students," Combined Proceedings of the American Marketing Association, l976, with M. Harvey and T. Barry.

"Psychological and Demographic Correlates of Consumer Discontent," Proceedings of the Eighth Annual Conference of the DSI, l976, with W. Lundstrom.

"Syncromarketing of Electrical Energy: Consumer Receptivity and Marketing Tasks," Proceedings of the Eighth Annual Conference of the DSI, l976, with J. Rothe and K. Oberg.

"Organizing, Planning, and Implementing Product Recall Campaigns" Proceedings of the National Conference on Physical Distribution Management, l976. Invited Paper.

"Consumer Reaction To Product Recall Remedies: An Experimental Investigation," Proceedings of the Ninth Annual Conference of the DSI, l977, with R. Peterson.

"The Age Question in Mail Survey Research," Combined Proceedings of the American Marketing Association, l978, with R. Peterson.

"Response Validity Research in Surveys," Proceedings of the Tenth Annual Conference of the DSI, 1978.

"A Path Analytic Comparison of Three Causal Models Contributing to the State of Consumer Discontent," Combined Proceedings of the American Marketing Association, 1979, with W. Lundstrom and D. Sciglimpaglia.

"The Dimensionality of Products and Services: Implications for Marketing Strategy," Sixth Annual International Research Seminar in Marketing. Institut d'Administration des Enterprises, Aix-en-Provence, France, 1979.

"The Quality of Self-Report Data: Observations and Implications, 87th Annual Conference of the American Psychological Association, 1979.

"An Experimental Investigation of Discovery, Impingement, and Student Beliefs in Case Learning," Combined Proceedings of the American Marketing Association, 1980, with J. Nelson.

"Shift-Share Analysis as a Diagnostic Tool for Multi-Product Performance Appraisal," Proceedings of the Twelfth Annual Conference of the DSI, 1980, with V. Mahajan and R. Peterson.

"Diversity of Retail Operations and Financial Performance," Combined Proceedings of the American Marketing Association, 1981, with R. Miller.

"A Test of Gouldner's Norm of Reciprocity in a Commercial Marketing Research Setting," Proceedings of the Thirteenth Annual Conference of the DSI, 1981, with T. Barry, M. Harvey, and A. Dubinsky.

"Question Understanding in Self-Report Data," Combined Proceedings of the American Marketing Association, 1982, with R. Peterson and M. Sabertehrani.

"Methodological Issues in Store Image and Patronage Research," Proceedings of the Fourteenth Annual Conference of the DSI, 1982, with L. Golden.

"Problem Solving Styles, Information Preference and Occupational Choice: Implications for Marketing Education," Combined Proceedings of the American Marketing Association, 1983.

"Merger and Acquisition as a Strategic Marketing Choice: A Value Assessment," Combined Proceedings of the American Marketing Association, 1985, with N. Varaiya.

XI. PUBLISHED CASE STUDIES

"Hendison Electronics Corporation," in W. Zikmund and W. Lundstrom, A Collection of Outstanding Cases in Marketing Management (St. Paul: West Publishing, 1979).

"Gildersleeve Furniture Enterprises," in G. Churchill, O. Walker, and N. Ford, Sales Force Management (Homewood, IL: R. D. Irwin, 1981, 1985, 1990).

"Texas Instruments: Electronic Appliance Controls," in M. Hutt and T. Speh, Industrial Marketing Management (Chicago: Dryden Press, 1985).

"Perpetual Care Hospital: Downtown Health Clinic," in W. Cohen, The Practice of Marketing Management (New York: MacMillan, 1988).

"Porsche AG," in W. Cohen, The Practice of Marketing Management (New York: MacMillan, 1988) and R. Lusch, P. Dunne, and R. Gebhardt, Retail Marketing, 2nd ed. (Cincinnati: South-Western Publishing, 1993).

"Republic National Bank: NOW Accounts," in R. Rasberry, J. Penrose and J. Myers, Advanced Business Communications (Boston: Kent, 1988).

"Quetzal Distributors," in L. Stern, A. El-Ansary and J. Brown, Management in Marketing Channels (Englewood Cliffs, NJ: Prentice-Hall, 1988).

"Carapace, Inc.," in L. Stern, A. El-Ansary and J. Brown, Management in Marketing Channels (Englewood Cliffs, NJ: Prentice-Hall, 1988).

"Western Foods, Inc.," in R. Lewis, Hospitality Marketing and Management: A Casebook (New York: John Wiley & Sons, 1989).

"Zale Corporation," in A. Ghosh, Retailing Management (Chicago: Dryden Press, 1990 and 1994).

"La Quinta Motor Inns, Inc.," in A. Ghosh, Retailing Management (Hinsdale, IL: Dryden Press, 1990 and 1994).

"Sharratt Furniture, Ltd.," in G. McDougall and C. Weinberg, Canadian Marketing: Cases and Exercises, (Irwin Dorsey, Canada, 2001).

"Shanandoah Industries (A) and (B)," in D. Dalrymble, W. Cron, and T. DeCarlo, Sales Management: Concepts and Cases. (New York: John Wiley & Sons, Inc., 1992, 1995, 1998, 2001, 2004, 2007).

"Wilkinson Sword USA," in G. Churchill, N. Ford, and O. Walker, Sales Force Management. (Chicago: R. D. Irwin, 1993, 1997).

"Supreme Foods of France," in J. Strandskov, et al., International Marketing and Export Management, 3rd ed. (London: Pearson Education Ltd., 2001).

Cases translated into French and published in J. J. Lambin, Problems de Marketing: Vingt Etudes de Europeéns et Americians (Paris: Ediscience International, 1994)

Jones Blair Company
Midbury-Main Carpet, Inc.
Polestar Electronics
Croft, Inc.
Texas Instruments, Inc.: Electronic Appliance Controls

“Olympic Electronics Corporation,” in G. Churchill, N. Ford, and O. Walker, Sales Force Management, 5th ed. (Chicago: R. D. Irwin, 1997).

"Morgantown, Inc.," in T. Ingram, R. LaForge, and C. Schwepker, Jr., Sales Management, 3rd ed. (Chicago: Dryden Press, 1997).

"Masterton Mills, Inc.," in C. Gilligan and R. Wilson, Strategic Marketing Management: Planning, Implementation, and Control, 2nd ed. (Oxford, England: Butterworth-Heinemann, 1997).

"Solartronics Corporation," in C. Gilligan and R. Wilson, Strategic Marketing Management: Planning, Implementation, and Control, 2nd ed. (Oxford, England: Butterworth-Heinemann, 1997).

"Augustine Medical, Inc.: The Bair Hugger Patient Warming System," in M. Hutt and T. Speh, Business Marketing Management, 8th ed. (Chicago: Dryden Press, 2004).

XII. TEACHING EXPERIENCE

Courses Taught

Marketing Management (Graduate/Undergraduate)
Marketing Fundamentals (Graduate/Undergraduate)
Marketing Strategy (Graduate/Undergraduate)
Consumer Behavior (Graduate/Undergraduate)
Marketing Research (Graduate/Undergraduate)
Sales and Business Forecasting (Graduate)
Product and Price Management (Undergraduate)
Strategic Marketing Management (Graduate)
Consumer Product and Brand Management (Graduate)
Interactive Marketing and Electronic Commerce (Graduate)

Executive Programs

Southern Methodist University Executive M.B.A. Program
Southern Methodist University Executive Development Programs
Southern Methodist University Graduate Marketing Certificate Program
Maguire Oil and Gas Institute Seminar for Senior Executives
Rice University Executive Program
University of Texas Executive Program

XIII. CONSULTING AFFILIATIONS, LITIGATION SUPPORT, AND EXECUTIVE DEVELOPMENT PROGRAMS

Honeywell: Optoelectronics
Electronic Data Systems
Dresser Industries
Wal-Mart Stores, Inc.
Ernst & Whinney
Lone Star Steel
Southland Corporation (7-11)
Southwestern Bell Mobile Systems
Texas Business Magazine
Rockwell International
Bozell & Jacobs
Textron: Bell Helicopter
Samsung Telecommunications America
GTE (Telephone Operations)
Jones Blair Company
Tom Thumb Supermarkets
First Texas Financial Corporation
Elcor Corporation
Minyard Food Stores
Faultless Spray/Bon Ami Company
Alcon Laboratories
Pearle Health Services, Inc.
Club Corporation of America
Marion Laboratories
Brinker International (Chili's)
HandMe.com