

February 2013

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I. EDUCATIONAL BACKGROUND

Sloan School of Management, M.I.T., Ph.D, 1968
(majored in Marketing and Operations Research)

Kenyon College, A.B., 1965
Magna Cum Laude
(majored in Mathematics)
Honors in Mathematics

II. PROFESSIONAL RECORD

Wharton School, University of Pennsylvania, Philadelphia, PA
Vice Dean, the Program for Social Impact, 2009-2012
Vice Dean, Wharton West, 2001-2009
Founder and Leader, Wharton Global Consulting Practicum, 1978-present
Professor of Marketing, 1976-present
Department Chairman, 1984-1988, 1991-92
Visiting Professor of Marketing, The Harvard Business School, Fall 1979
Wharton School, University of Pennsylvania, Philadelphia, PA
Associate Professor of Marketing 1971-1976
Assistant Professor of Marketing, 1968-1971

III. PUBLICATIONS AND RESEARCH

A. Publications

1. Articles

“What Matters Most in Internet Retailing,” (with David R. Bell and Jeonghye Choi), *MIT Sloan Management Review*, Vol. 54, No. 1, February 2013.

“Traditional and IS-Enabled Customer Acquisition on the Internet” (with Joenghye Choi and David Bell), *Management Science*, Vol. 58, No. 4, April 2012, pp-754-769.

“When is Less More and How Much is More? Thoughts on the Psychological and Economic Implications of Online Targeting and Obtrusiveness,” (with Americus Reed II), Invited Discussant Paper, *Marketing Science*, Vol. 30, No. 3, May- June 2011, pp 405-408.

“Sales Force Modeling,” (with Murali K. Mantrala, Sonke Albers, Fabio Caldieraro, Ove Jensen, Kissan Joseph, Manfred Krafft, Chakravarthi Narasimhan, Srinath Gopalakrishna, Andris Zoltners, and Rajiv Lal), *Marketing Letters*, 2010.

“An Update of Real-World TV Advertising Tests,” (with Ye Hu, Abba M. Krieger, and Babak Hayati), *Journal of Advertising Research* Vol. 49, No. 3 (June 2009), 201-206.

“Long Term TV Advertising Impact” and “TV Advertising Affect”, in Empirical Generalizations About Marketing Impact, edited by Dominique M. Hanssens, Marketing Science Institute (2009), 84, 90.

“An Analysis of Real World TV Advertising Tests: A 15 Year Update,” (with Y. Hu and A. Krieger), *Journal of Advertising Research* Vol. 47, No. 3 (September 2007), 341-353.
(Awarded the Best Article of 2007 by the editors of Journal of Advertising Research)

“If Brands Are Built over Years, Why Are They Managed over Quarters?” (cover story) (with C.F. Mela), *Harvard Business Review* Vol. 85, Issue 7/8 (July/August 2007), 104-112.

“Another Reason Academics and Practitioners Should Communicate More,” *Journal of Marketing Research (JMR)* Vol. 4, Issue 1 (February 2007), 23-35.

“A Business School Should Combine Academic Research and Its Application to the Real World,” *Marketing Science* Vol. 24, No. 3 (Summer 2005), 332-333.

“Wharton’s Global Consulting Practicum: Interdependence, Ambiguity, and Reflection,” (with P.G. Clifford and J.H. Farran) in Educating Managers Through Real World Projects, edited by Charles Wankel and R. Defillippi, Information Age Publishing (2005), 2-34.

“Consumer Shopping and Spending Across Retail Formats,” (with E. Fox and A. Montgomery), *Journal of Business* Vol. 77, (April 2004), S25-S60, 11 charts.

“Consumer Evaluations of ‘Really New’ Services: The Traffic Pulse System,” (with P. Green, A. Krieger, J. D’Arcangelo, C. Rothey, P.Thirty), *Journal of Services Marketing* Vol. 17, Issue 1, (April 2003), pp.6 and 31, 7 charts, 5 diagrams, 2 graphs.

"Use of Marketing Metrics: A Different Point of View," in *Measuring and Allocating Marcom Budgets: Seven Expert Points of View*, A Joint Report of the Marketing Science Institute and the University of Michigan Yaffe Center for Persuasive Communication, (January 2003), 25-30.

"Precisely Worthwhile or Vaguely Worthless" Are Marketing Decision Support Systems 'Worth it?'" (with Eric M. Eisenstein), *The Handbook of Marketing*, edited by Bart Weitz and Robin Wensely, Sage Publications, (2002).

"Building Marketing Models that Make Money," *Interfaces* Vol. 31, Issue. 3, part 2, (May/June 2001), S45-S55.

"Perceptions on Planning," (with H.L. Morgan, A. Kallianpur), *CMA Management* Vol. 74, Issue 2, May 2000, 8.

"Adjusting Pricing Can Create 'Win-Win' Situations," (with Steve Hoch), *Chain Drug Review*, (June 1998), 287-296.

"STAS and BehaviorScan – It's Just Not that Simple," *Journal of Advertising Research* Vol. 38, Issue 2, (March-April 1998), 54-56.

"Making Ads Profitable," (with Dwight R. Risky), *Marketing Research* Vol. 9, No. 4, (Winter 1997), 38-43.

"Point of View: J.P. Jones and M.H. Blair on Measuring Ad Effects: Another Point of View," *Journal of Advertising Research* Vol. 37, No. 5, (September-October 1997), 75-80.

"The Relationship between the Marketing Mix and Share of Category Requirements," (with C.B. Bhattacharya, P. S. Fader, W. DeSarbo), *Marketing Letters* Vol. 7, No. 4 (1996), 5-18.

"Modeling Consumers' Choices of Multiple Items," (with B. Harlam), *Journal of Marketing Research* 32, (November 1995), 404-418.

"A Summary of Fifty-Five In-Market Experimental of the Long-Term Effect of T.V. Advertising," (with M. Abraham, J. Livelsberger, B. Lubetkin, B. Richardson, and M. Stevens), *Marketing Science* 14 (3, Part 2), (August 1995), G133-G140.

"How TV Advertising Works: A Meta Analysis of 389 Real World Split Cable TV Advertising Experiments," (with M. Abraham, S. Kalmensen, J. Livelsberger, B. Lubetkin, B. Richardson, and M. Stevens), *Journal Marketing Research* 32 (May 1995), 125-139. [This paper won the Paul E. Green AMA award for the article in *JMR* most likely to positively impact marketing practice and the AMA O'dell Award in 2000.]

"The Logic of Product-Line Extensions," (with B.G. Hardie), *Harvard Business Review* Vol. 72, Issue 6, November/December 1994, 54.

"Perspectives," (with B. Hardie), *Harvard Business Review* Vol.72, No. 6, (November 1994), 54.

"A Research Agenda for Making Scanner Data More Useful to Managers," (with G. Allenby, S. Neslin *et al.*), *Marketing Letters* Vol. 5, Issue 4, (October 1994), 395-411.

"An Advertising Evaluation System for Retailers," (with C. Bhattacharya), *Journal of Retailing and Consumer Services* Vol. 1, No. 2, (October 1994).

"An Implemented System for Improving Promotion Productivity Using Store Scanner Data," (with M. Abraham), *Marketing Science* Vol. 12, No. 3, (Summer 1993), 248-269.

"Comment on Herman Simon," Marketing Science's Pilgrimage to the Ivory Tower," (with J.D.C. Little, J. Hauser, G. Urban), in *Research Traditions in Marketing*, G. Lilien, B. Pras, and G. Laurent, eds., Kluwer, 1993.

"Comparing Dynamic Consumer Decision Processes in Real and Computer Simulated Environments," (with R. Burke, B Harlam, and B. Kahn), *Journal of Consumer Research*, (June 1992).

"INFER: An Expert System for Automatic Analysis of Scanner Data," (with B. Harlam and A. Rangaswamy), *International Journal of Marketing Research* Vol. 8, (February 1991), 29-40.

"A Cross-Category Analysis of Category Structure and Promotional Activity for Grocery Products," (with P. Fader), *Journal of Marketing* Vol. 54, No. 4, (October 1990), 56-65.

"Market Response Approaches to Marketing Strategy Decisions," (with B. Harlam), chapter in *The Interfaces of Marketing and Strategy*, edited by B. Weitz and R. Wensley, JAI Press, (1990), 337-352.

"Getting the Most Out of Advertising and Promotion," (with M. Abraham), *Harvard Business Review*, (May/ June 1990), 50-60.

"A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies," (with R. Chatterjee, J. Gatignon, and J. Eliashberg), *Journal of Marketing Research* Vol. 25, (November 1988), 363-375.

"Sales Force Sizing and Deployment Using a Decision Calculus Model at Syntex Laboratories," (with E. Curtis, M. Ness, M.Simpson), *Interfaces* Vol. 18, No. 1, (January 1988), 5-20. (This article is the result of winning the 1987 Edelman Award competition.)

"Approaches to Promotion Evaluation: A Practitioner's Viewpoint: commentary Reply," (with M. Abraham), *Marketing Science* Vol. 6, Issue 2 (Spring 1987), 152.

"Promoter: An Automated Promotion Evaluation System," (with M. Abraham), *Marketing Science* Vol. 6, No. 1, (Winter 1987), 1-25 (lead article).

"Reply" (with M. Abraham), *Marketing Science* Vol. 6, No. 1, (Winter 1987), 152-153.

"Resource Allocation Behavior in Conventional Channels," (with E. Anderson, B. Weitz), *Journal of Marketing Research* (JMR) Vol. 24, Issue 1, (February 1987), 85-97.

"Decision Oriented Models in Marketing," (with R.E. Frank and H.J. Claycamp), in *Marketing Handbook*, edited by Steuart H. Britt, published by Dartnell Corporation in 1974, 1979, and 1986.

"Are You Wasting Your Advertising Money?" *Chief Executive* No. 37, (Fall 1986), 20-22.

"John Wanamaker: Advertising Productivity and the Learning Curve," *Marketing and Media Decisions*, (June 1986).

"New Goldmines and Minefields in Market Research," (with D. Reibstein), *Harvard Business Review* Vol. 64, No. 1, (January/February 1986), 168-182.

"Who Really Cares About Media Decisions?" *The Wharton Annual* Vol. 9, (1985), 94-97.

"Advertising: Make, Lease or Buy," *The Wharton Annual* Vol. 8, (1984), 105-110.

"Ad Budgets: Don't Leave Well Enough Alone," *The Wharton Magazine* Vol. 6, No. 4, (Summer 1982), 27-32.

"A Marketing Decision Support System for Retailers," *Marketing Science* Vol. 1, No. 1, (Winter 1982), 31-56.

"A Model and Measurement Methodology for Predicting Individual Consumer Choice," (with R.R. Batsell), *Journal of Marketing Research* XVIII No. 1, (February 1981), 1-12; abstracted in *Journal of Marketing*, (Fall 1981).

"Commentary on 'Judgment Based Marketing Decision Models,'" (with J.D.C. Little), *Journal of Marketing* Vol. 45, (Fall 1981), 24-29.

"Experience with Decision Calculus Models and Decision Support Systems," *Marketing Decision Models*, edited by R. Shultz and A. Zoltners, published by North Holland, (1981).

"A User Oriented Model for Sales Force Size, Product, and Market Allocation Decisions," *Journal of Marketing* Vol. 44, Issue 3, (Summer 1980) 70-78.

"Applied Dynamic Pricing and Production Models with Specific Application to Broadcast Spot Pricing," *Journal of Marketing Research* Vol. XVII, (May 1980), 203-211.

"How to Sell Out Time Without Selling Out on Price," (with D.C. Butterfield), *TV/Radio Age*, (June 1979), 43.

"Increasing Precision of Marketing Experiments by Matching Sales Areas," (with D. Pekelman), *Journal of Marketing Research* Vol. 15, Issue 3, (August 1978), 449-455.

"Evaluation of the Effectiveness of a Model Based Salesman's Planning System by Field Experimentation," (with W.K. Fudge), *Interfaces Part 2*, (November 1977), 97-106.

"Assigning Salesmen to Accounts to Maximize Profit," *Journal of Marketing Research* Vol. 13, Issue 4, (November 1976), 440-444.

A Note on Modeling the Relationship of Diminishing Returns to Media Overlap for the Media Planning Problem," *Management Science* Vol. 22, Issue 1, (September 1975), 111-115.

"Sales Territory Alignment to Maximize Profit," *Journal of Marketing Research* Vol. 12, Issue 1, (February 1975), 30-36.

"Advertising Planning: Mathematical Models in Advertising Media Planning," *Journal of Marketing Research* (JMR) Vol. 12, Issue 1, (February 1975), 120-121.

"'Vaguely Right' Approach to Sales Force Allocations," *Harvard Business Review* Vol.52 Issue 1, (January/February 1974), 119-125,

"Exposure Interactions Among Media Schedules," *Journal of Advertising Research* Vol. 13, Issue 2, (April 1973), 31-35.

"Decision Models for Marketing Management," *Wharton Quarterly* Vol. VII, No. 1, (Fall 1972), 53-56.

"Considering Competition in Media Planning," *Management Science*, Vol. 17 Issue 6, (February 1971), B293-306.

"CALLPLAN, An Interactive Salesman's Call Planning System," *Management Science* Part II Vol. 18 Issue 4, (December 1971), 25-40.

"Empirical Studies on Individual Response to Exposure Patterns," *Journal of Marketing Research* Vol. 8 Issue 2, (May 1971) 212-218.

"Computational Limitations of Dynamic Programming for Warehouse Location," *Journal of Marketing Research* Vol. 7, Issue 2, (May 1970), 262-263.

"A Media Planning Calculus," (with J.D.C. Little), *Operations Research* Vol. 17, Issue 1, (January/February, 1969), B293-306.

"MEDIAC, An On-Line Media Planning System," (with John D.C. Little), published in the proceedings of the Joint Computer Conference, (Fall 1968).

"A Media Selection Model and Its Optimization by Dynamic Programming," *Industrial Management Review* Vol. 8, Issue 1, (Fall 1966), 15-24.

2. Working papers and current research

"Wine Pricing: A Regression Analysis in the V.S. Market," (with L. Arias, Orkun Sak, Andres Musalem), *The Journal of Wine Marketing*, 2003.

"Accounting for Territory and Representative Heterogeneity in Sales Force Performance," (with Lisa Cain and Eric Bradlow), 2002.

"A Dynamic Sales Call Policy Model," MIT Sloan School Working Paper, 329-368, (with David B. Montgomery and Frederick E. Webster, Jr).

"Estimating Effect of Advertising on Market Share from Scanner Data" (with R. DeVeaux, A. Krieger, and B. Harlam), Wharton School Working Paper 89-005.

"Towards a System of Monitoring Brand Health," submitted to *Marketing Science*, 1997, Wharton Marketing Department Working Paper 97-012.

"Assessing the Contaminating Effects of Marketing Mix Variables on a Purchase-Based Measure of Brand Loyalty" (with C. Bhattacharya, P. Fader and W. De Sarbo), Wharton Marketing Department Working Paper #92-014R, July 1994.

"A System for Monitoring Brand Health" (with C. Bhattacharya), Wharton Marketing Department Working Paper 96-009.

"Attribute-Based Market Share Models: Methodological Developments and Managerial Applications" (with Bruce G.S. Hardie, Peter S. fader, Alistair P. Sutcliff, and William T. Kirk), Wharton Marketing Department Working Paper 98-009

"Brand Health: Basic Concepts and a Store Scanner Data Application" (with C. Bhattacharya), under review at *Journal of Marketing Research*, Wharton Marketing Department Working Paper 99-022.

"Myopia and Competitive Reputations in De-Escalating Promotional Competition: Game Theoretic Intuition versus Naïve Decision Making," (with Amy Kallianpur),

2. Books Published

Marketing that Works: How Entrepreneurial Marketing can add Sustainable Value to any Sized Company, with H Morgan and S Archambeau, Wharton School Publishing, 2007.

Entrepreneurial Marketing: Lessons from Wharton's Pioneering MBA Course, (with Howard L. Morgan and Amy Kallianpur), John Wiley:2001.

The Advertising and Promotion Challenge: Vaguely Right or Precisely Wrong?, Oxford University Press, New York:1986.

4. Selected Talks and Speeches

Wharton Alumni Club, Mexico City, April 2007
Wharton West Leadership Seminar, "New Media Innovations," San Francisco, Sept. 2006
Wharton, Recanati (Tel Aviv), and the Business School of the Paris Chamber of Commerce, Paris, 2003
Corparacion Andina de Fomento Board , (the largest Development Bank in South America), Caracas, 2003
Hawaii International Conference on Business 2002
Wharton-Israel Technology Conference, 2001
Universidad Adolfo Ibanez, 2000
York University, Schulich Business School, March 1999
Institute for International Research, March and November 1999
Pharmaceutical Marketing Science Association, May 1999
Universidad Adolfo Ibañez, 1998
Rice University, 1997
Tel Aviv University, 1997
Marketing Science Conference, Berkeley, 1997
American Association of Advertising Agencies, Boston, 1997
Tel Aviv University Global Village Conference, Tel Aviv, January 1996
Rice University, 1996
Tel Aviv University International Marketing Symposium, 1996
A.M.A. Advanced Techniques in Marketing Research Forum, 1996
Yale University "Camp," 1996
Advertising Research Foundation, March 1995
A.M.A. Attitude Behavior Research Conference, 1995
Israel Manufacturers Association, Tel Aviv, June 1995
Advertising Research Foundation, May 1994
Scanner Data Conference, GROUPE EDITIONS MONDIALE, Paris, France, April 1994
Marketing Science Institute Trustees Meeting, November 1994
Duke Invitational Symposium on Choice, 1993
Converse Award Symposium, University of Illinois, 1993
Pharmaceutical Marketing Science Association, 1992
Advertising Research Foundation 1992
American Marketing Association Doctoral Consortium, 1992
Plenary Speaker, U.C.L.A. Marketing Science, Scanner Data Conference, January 1991
Advertising Research Foundation, 1991
DENTSU Update Seminar, Main Speaker, Tokyo, 1991
Stanford "Summer Camp," 1990
Cornell University, 1989
Penn State, 1989

Pharmaceutical Marketing Sciences Group, 1988
University of Florida, 1988
Pharmaceutical Marketing Research Group, 1987
Southern Methodist University, 1987
Sloan School, MIT, 1987

B. Reviewing

"Advertising Planning by Dennis Gensch" in *Journal of Marketing Research*, (February 1975),120-122,.

Ad hoc reviewer for *Journal of Marketing Research*.

Reviewer for AMA Doctoral Competition

Judge for the David Olgyi Award for Use of Research in Advertising, sponsored by A.R.F., A.A., and A.A.A.A.

Reviewer: *JMR* (3)

Management Science (1)

IJRM

Named one of the most efficient reviewers, *Marketing Science*, 2003,2004,2007

C. Editing

Editorial Board and Acting Area Editor, Marketing Science, Reviewer: *JMR*, *JAR*, *IJRM*,

Editorial Boards: *Marketing Science*

Journal of Advertising Research

Associate Editor: *Management Science*, 1990-1995.

IV. PROFESSIONAL ACTIVITIES

A. University-related activities

1. Wharton School Activities

Active member and Chairman of various Marketing Department Committees, including recruiting and curriculum

Vice Dean, the Program for Social Impact, 2009-present

Senior Advisor, Wharton San Francisco, 2009-present

Vice-Dean, Wharton West, 2001-2009

Chairman, Global Consulting Practicum (formerly The Wharton Global Consulting Practicum), 1998-present

Co-Director, Sales Force Management Executive Program, 1994-present

Co-founder and Director, Wharton-INSEAD and Wharton-Recanati-York Partnership 1992-1997

Active participant in department executive programs in strategy, marketing research, new

products, and sales force, 1979-present
Chairman, Wharton International Committee, 1999-2001.
Elected to Wharton School Committee on Academic Freedom, 1994-1995
Co-founder and Director, The Wharton Keio Partnership, 1990-1995
Chairman, Wharton School Graduate Admission Policy Committee, 1989-1991
Co-founder and Director, Specialty Retailing Forum, 1988-1992
Department Chairman, 1984-1988, 1991-92
Chairman, Wharton School Personnel Committee, 1979-1980
Co-founder and Director, Wharton Global Consulting Practicum (formerly The Wharton Recanati Multinational Marketing Program), 1978-present
Wharton School Personnel Committee, 1978-1979, 1983-1984
PNB Bankers Program, 1976
Advanced Management Program for CPA Firm Partners, 1975-1978
Director of AT&T/Wharton Advanced Marketing Management Program, 1973, and member of core faculty 1975-1978, 1980
Faculty of Securities Industry Institute, 1974-1979, 1983-1984
Associate Chairman, Student Relations, Marketing Department, 1973-1979
Chairman Wharton Graduate Curriculum Committee, 1972-1974 (this Committee was responsible for a new MBA curriculum)

B. Non-university-related activities

1. Business and industrial activities

Director, Traffic.com, 1999-2002, Advisory Board, 2000-2007
Director, Trakus, Inc. 1997-2003
Director, Walsh International, Inc., 1996-1998
Director, Bogen Communications, Inc., 1996-1997
Director, J&J Snack Foods, Inc., 1992-present
Co-owner Shadow Broadcast Services, 1991-1999
Director, GEOTEK Industries, Inc., 1991-1994
Director, Franklin Electronic Publishing Corporation, 1987-2010
Director, Information Resources, Inc., 1985-2003, Analytical Advisory Board 2003-2010
Director, Travelers Mortgage Services, 1985-1990
Co-founder and Principal, Management Decision Systems, Inc., Waltham, MA, 1967-1985
Director, Evergreen Health Group, Inc., 1980-1991
Co-founder and Director, Athletica, Inc., 1979-1981
Director, Compete Inc., 2002-2008
Director 1800 diapers, Inc (Diapers.com)., 2006-2011
Director DVtel, Inc., 2007-present
Director, Milo.com, 2008-2011
Director Notehall.com, 2010-2011

2. Other employment experience

Analyst, Decision Technology, Inc., Cambridge, MA, February to December, 1966
Operations Research Analyst, The Mead Corporation, Dayton, OH, Summer 1964,
January to September 1966

3. Volunteer Professional Community Activities

Board Member, the Philadelphia A.L.S. Association 1996-present
Marketing Consultant for the Federation of Jewish Agencies, 1986-1992
Trustee, Board member, Temple Beth Hillel, Beth El, Wynnewood PA., 1980-present
(Synagogue President 1983-85).
Undertook research and testified for the Federal Trade Commission on The Wonder
Bread Case, Summer 1972, with T. S. Robertson
Performed successful discriminant analysis to aid Philadelphia Bar Association to find
attorneys suspected of unethical solicitation, 1971
Advisor to Business Practice Service which consulted to minority businesses, 1970-1977
Chairman of placement and curriculum activities and teacher of eight courses for
Community Wharton Education Program, 1969-1977

C. Professional affiliations and memberships

Judge, the David Ogilvy Awards, the Advertising Research Foundation, 1994-2006
Associate Editor, *Management Science*, 1985-1995
Editorial Board, *Journal of Personal Selling and Sales Management*, 1984-present
Editorial Board, *Marketing Science*, 1981-present
Associate Editor, *Operations Research*, 1984-1985
Editorial Board, *The Wharton Magazine*, 1977-1985
Editorial Board, *Journal of Marketing Research*, 1970-1985
Secretary-Treasurer of the College on Marketing of the Institute of Management
Sciences, 1969-1970
Operations Research Society of America
The Institute of Management Sciences
American Marketing Association

V. GRANTS, HONORS, AND AWARDS

Kenyon College Alumni Council Humanitarian Service Award, 2010
The Best Article of 2007 by the editors of *Journal of Advertising Research*, for “An
Analysis of Real World TV Advertising Tests: A 15 Year Update.”
Judge, David Ogilvy Awards given by the Advertising Research Foundation, 2001
Co-winner (for the above article) of the AMA Advertising SIG Best Paper Award After 5
Years, 2000
Co-winner (lead author) of the Odell Award given by JMR for the best article in 1995,
after 5 years have passed, for the article, “How TV Advertising Works: A Meta-Analysis
of 389 Real World Split Cable Advertising Experiments.” 2000
Elected member of Cleveland Heights High School Hall of Fame, March 2000.
Honorary Doctor of Laws degree, Kenyon College, April 1999.
Received (with co-authors) the first Paul E. Green award for the article most likely to

impact the practice of marketing in *Journal of Marketing Research*, 1996.
Finalist for the 1987 O'dell Award for the best paper in *Journal of Marketing Research* (with Erin Anderson and Barton Weitz), awarded in 1992.
Finalist for the 1986 O'Dell Award for the best paper in *Journal of Marketing Research* (with Richard Batsell), awarded in 1991.

Runner-up Award for the best article in the Marketing Science Literature, 1987 (with M. Abraham)

First Prize, the 1987 Edelman Award for Management Science Achievement, given by the T.I.M.S.

Listed in Who's Who of America, 1982-present

Finalist, T.I.M.S. College on the Practice of Management Science Prize Competition, 1977, with William Fudge

Second Prize of \$500 in McKinsey Foundation Worldwide Thesis Competition, 1969

Special mention for Lanchester Prize, Operations Research Society of America, 1969

National Media Award sponsored by MEDIA/SCOPE Magazine, 1969 (with J.D.C. Little)

Woodrow Wilson Fellow

Phi Beta Kappa

N.D.E.A. Fellow

Sigma Xi

College on the Practice of Management Science Edelman Award, with E. Curtis, M.

Ness, and K. Simpson (the first time in 16 years that this \$6,000 award was given to a marketing entry), 1988.

VI. PERSONAL INFORMATION

Date of Birth: August 1, 1943

Wife: Susan Fischer Lodish
B.S. in Education, Ohio State University, 1965.
M.A. in Education, Tufts University, 1968.
M.A. in Theatre, Villanova University, 1984.

Children: Max - July 10, 1968
Jacob - October 4, 1969
Chaim - March 12, 1974