

About the Authors



Banwari ('Ban') Mittal holds an MBA from IIMA and a PH.D. in marketing from the University of Pittsburgh. A professor of marketing, Ban has taught at SUNY, Buffalo, the University of Miami, Northern Kentucky University (current affiliation), and University of New South Wales (Sydney, Australia).

His research has been published in such journals as *Journal of Marketing, Psychology & Marketing, Journal of Consumer Behaviour, Journal of Retailing,* and *Marketing Theory*. He has previously coauthored two books: *ValueSpace* (McGraw-Hill 2001, www.myvaluespace.com) and *Customer Behavior* (Dryden Press, 1998, and Thomson Learning, 2002), both with Emory's Jag Sheth. The present book, arguably his proudest, is a digest of his understanding of Consumer Behavior, sixth-sensed through a decade of research, teaching, and contemplating consumer behavior.

When not working, which is seldom since he considers even TV viewing and Halloween parties work—observing consumption culture—he indulges in Yoga and in playing Jay Leno to any audience of one or more he can get attention from. (bm@mycbbook.com)

(Ban's SecondLife Avatar appears in Chapter 1 and another picture in Chapter 9.)



Priya Raghbir is an Associate Professor at the Haas School of Business, University of California at Berkeley where she teaches Marketing Research, Consumer Behavior, and Marketing Strategy. She received her Ph.D. in Marketing from New York University in 1994. An MBA from the Indian Institute of Management, Ahmedabad, India (1985), her undergraduate degree is in Economics from St. Stephen's College, Delhi University, India (1983). Her pre-Ph.D. experience included the financial industry in Hong Kong (with Jardine Fleming and Citibank) and India (with Citibank) for 5 years. She taught at the Hong Kong University of Science and Technology in Hong Kong from 1994-1997.

Priya's research interests are in the areas of survey methods as well as psychological aspects of price promotions, visual information processing, and the subjective value of money. She has published widely in such journals as the *Journal of Marketing Research, Journal of Consumer Research, Organizational Behavior and Human Decision Processes, Journal of Consumer Psychology, Marketing Science, California Management Review, Memory and Cognition, Journal of Retailing, Personality and Social Psychology Bulletin, Public Opinion Quarterly, Journal of Applied Social Psychology, Psychology and Marketing,* and *Marketing Letters*. Priya has made some 100+ academic as well as executive education presentations in India, China, and the U.S. (priya@mycbbook.com)



Sharon Beatty received her B.S. from the University of Central Florida, her M.B.A. from University of Colorado, and her Ph.D. from the University of Oregon in 1980. She focuses her research on shopping and services issues. She has been at the University of Alabama for twenty years and has been doctoral coordinator during all those years. She has published over fifty journal articles, in such journals as *Journal of Marketing Research, Journal of Consumer Research, Journal of Retailing, Journal of Service Research,* and *Journal of Advertising*. She is on the editorial boards of six journals, such as *Journal of the Academy of Marketing Science, Journal of Retailing,* and *Journal of Business Research*. She is a past member of the Board of Governors for the Academy of Marketing Science and of the American Marketing Association's Academic Council.

In 1998, Sharon was named a Distinguished Fellow by the Academy of Marketing Science, and in 2001, she was chosen to be a Distinguished Scholar by the Society for Marketing Advances. (Sharon@mycbbook.com)

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Morris B. Holbrook is the W. T. Dillard Professor of Marketing in the Graduate School of Business at Columbia University, New York, NY, 10027, USA. Holbrook graduated from Harvard College with a BA degree in English (1965) and received his MBA (1967) and PhD (1975) degrees in Marketing from Columbia University. Since 1975, he has taught courses at the Columbia Business School in such areas as Marketing Strategy, Sales Management, Research Methods, Consumer Behavior, and Commercial Communication in the Culture of Consumption. His research has covered a wide variety of topics in marketing and consumer behavior with a special focus on issues related to communication in general and to aesthetics, semiotics, hermeneutics, art, entertainment, music, motion pictures, nostalgia, and stereography in particular. Recent books include *The Semiotics of Consumption: Interpreting Symbolic Consumer Behavior in Popular Culture and Works of Art* (with Elizabeth C. Hirschman, Mouton de Gruyter, 1993); *Consumer Research: Introspective Essays on the Study of Consumption* (Sage, 1995); and *Consumer Value: A Framework for Analysis and Research* (edited, Routledge, 1999).

Morris pursues such hobbies as playing the piano, attending jazz and classical concerts, going to movies and the theater, collecting musical recordings, taking stereographic photos, and being kind to cats. (Morris@mycbbook.com)



Arch Woodside is Professor of Marketing, Boston College. He is a Fellow of the Royal Society of Canada, Society for Marketing Advances, American Psychological Association, and the American Psychological Society. He is the author of *Market-Driven Thinking* (Butterworth-Heinemann, 2005).

Arch is the Editor-in-Chief of the *Journal of Business Research* (published by Elsevier, twelve issues per annual volume). He is the Editor of *Managing Product Innovation* (2005) and *Designing Winning Products* (2000), both published by JAI Press, an Imprint of Elsevier. He is a Fellow of the International Academy of Tourism Research. He co-founded the Advertising and Consumer Psychology Symposium held annually by the Society of Consumer Psychology. He has served as a Visiting Professor of Marketing at the University of Warwick, University of Hawaii—Monoa Valley, University of Hawaii—Hilo, University of Innsbruck; International Management Center, Budapest, Helsinki School of Economics and Business Administration, Swedish School of Economics—Helsinki, University of Osijek, Croatia, Hernstein Institute—Vienna, University of Prince Edward Island, University of Auckland, and University of Christchurch, Canterbury. Currently he serves as Honorary Professor of Marketing at the University of New South Wales, Sydney.

Arch's management consultancy work is in the areas of marketing and customer thinking, advertising effectiveness, marketing strategy performance auditing, customer and patient satisfaction program design, customer acceptance of alternative new product designs, and tourism marketing strategy and tourism behavior. (Arch@mycbbook.com)



Arch also served as Editor for the Special Topics section.