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# MARKETING SCIENCE

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## Focus on Authors

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**Marshall L. Fisher** ("Accurate Retail Testing of Fashion Merchandise: Methodology and Application") is the Stephen J. Heyman Professor, The Wharton School, University of Pennsylvania, codirector of the Fishman-Davidson Center for Service and Operations Management, and a member of the National Academy of Engineering. He earned an S.B. in electrical engineering, an M.B.A. and Ph.D. in operations research from MIT. He taught at the University of Chicago and Cornell University before joining the faculty of the Wharton School in 1975. His pioneering research in logistics and supply chain coordination has received numerous awards. He cofounded Distribution Analysis, Research and Technology (DART), a consulting company that provided optimization software and strategy consulting and later developed Accurate Response, a technique to improve a firm's ability to match supply with the demand for new products by integrating supply chain process changes with new approaches to forecasting and inventory optimization. He currently codirects a Sloan Foundation funded study of how retailers can exploit information technology and flexible manufacturing to improve the merchandising of fashion products. He has served as president of the Institute of Management Science and departmental editor of the journal *Management Science*. He received the 1977 Lanchester prize, the 1983 Edelman Prize, the E. Grosvenor Plowman Award, and the 1995, 1996, 1997, and 1998 Wharton M.B.A. Core Curriculum Cluster Award for teaching excellence.

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