Focus on Authors

Greg Allenby ("Modeling Consumer Demand for Variety") is the Kurtz Chair in Marketing at Ohio State University. He specializes in the study of economic and statistical issues in marketing, focusing on Bayesian methods. Professor Allenby is an Area Editor for Marketing Science, an Associate Editor of the Journal of Business and Economic Statistics and is on the editorial board of the Journal of Marketing Research and Marketing Letters. His research has been published in Marketing Science, the Journal of Marketing Research, the Journal of the American Statistical Association, the Journal of Econometrics, the Journal of Business and Economic Statistics, and other leading journals.

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Peter S. Fader ("Using Advance Purchase Orders to Forecast New Product Sales") is Professor of Marketing at the Wharton School of the University of Pennsylvania. He has written several papers about different patterns observed in the music industry, covering topics such as album sales, radio airplay, and song movement through the billboard charts. Unfortunately, the managers that we have approached in the music industry have been resistant to our efforts to bring more formal analytic approaches to their business practices, but we will continue trying.

Stephen J. Hoch ("Rejoinder to The Variety of an Assortment: An Extension to the Attribute-Based Approach") is the Chairperson and John J. Pomerantz Professor of Marketing at the Wharton School, University of Pennsylvania. Previously, he taught at the University of Chicago. He maintains a varied assortment of research interests ranging from retail strategy and consumer behavior to the psychology of forecasting. His avocations include gardening and house construction, post-modern Hawaiian shirts, cooking, and his family.

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FOCUS ON AUTHORS

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