

Richard J. Lutz, Ph.D.

J.C. Penney Professor of Marketing
Warrington College of Business Administration
University of Florida
Gainesville, Florida 32611
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March 2005

EDUCATIONAL BACKGROUND

B.S., Marketing, University of Illinois, Urbana, 1969
M.S., Marketing, University of Illinois, Urbana, 1972
Ph.D., Marketing, University of Illinois, Urbana, 1973

ACADEMIC HONORS

Co-winner, Louis Stern Award, 2005
Co-Winner, *Journal of Consumer Research* Best Article Award, 2003
Reviewer of the Year, *Journal of Consumer Research*, 2003
Co-Winner, Marketing Science Institute/Paul Root Award, 1997
Fellow, American Psychological Association (Division 23), 1992
Fellow, Society for Consumer Psychology, 1992
Teacher of the Year, College of Business Administration, 1983, 1985, 2002, 2005
American Marketing Association Doctoral Dissertation Award, 1974
Albert Haring Symposium Fellowship, 1973
American Marketing Association Doctoral Consortium Fellow, 1972

CURRENT APPOINTMENT

J. C. Penney Professor of Marketing, University of Florida, 1999-present

PREVIOUS APPOINTMENTS

Senior Associate Dean for Academic Programs and Student Affairs, Graduate School, 1996-1999
Associate Dean for Academic Programs and Student Affairs, Graduate School, 1994-1996
J.C. Penney-Florida Professor in Retail Consumer Behavior, 1991-1995
Director of Graduate Studies, College of Business Administration, 1990-1994
Acting Chairman, Marketing Department, University of Florida, 1983-1984
Professor of Marketing, University of Florida, 1982--present
Assistant Dean, Doctoral Program, Graduate School of Management, UCLA, 1980-1982
Visiting Associate Professor of Marketing, University of Iowa, 1979-1980
Associate Professor of Marketing, UCLA, 1977-1982
Assistant Professor of Marketing, UCLA, 1973-1977
Assistant Professor of Business Administration, Illinois State University, 1972-1973

SELECTED PUBLICATIONS

Books Published

- Lutz, R.J. (ed.), *Contemporary Perspectives in Consumer Research*, Boston: Kent Publishing, 1981.
- Houston, M.J., and Lutz, R.J. (eds.), *Marketing Communications - Theory and Research*, Chicago: American Marketing Association, 1985.
- Lutz, R.J. (ed.), *Advances in Consumer Research, Vol. XIII*, Provo, UT: Association for Consumer Research, 1986.
- Brinberg, D. and Lutz, R.J. (eds.), *Perspectives on Methodology in Consumer Research*, Berlin: Springer-Verlag, 1986.

Chapters in Books

- Sheth, J.N., and Lutz, R.J., "A Multivariate Model of Multinational Business Expansion," in *Multinational Business Operations: Marketing Management*, Sethi, S.P. and Sheth, J.N., (eds.), Goodyear Publishing Company, (1973), pp. 96-103.
- Capon, N. and Lutz, R.J., "Consumer Information and the Black Consumer: An Exploratory Study," in *Issues in Black Economic Development*, Bobo, B.F. and Osborne, A.E. (eds.), Lexington, MA: Lexington Books, (1976), pp. 125-51.
- Lutz, R.J. and Bettman, J.R., "Multiattribute Models in Marketing: A Bicentennial Review," in *Foundations of Consumer and Industrial Buying Behavior*, Woodside, A.G., Sheth, J.N. and Bennett, P.D., (eds.), New York: Elsevier, North-Holland, (1977), pp. 137-49.
- Bettman, J.R., Kassirjian, H.H., and Lutz, R.J., "Consumer Behavior," in *Review of Marketing*, Chicago: American Marketing Association (1978), pp. 194-229.
- Kakkar, P. and Lutz, R.J., "Situational Influence on Consumer Behavior," in *Perspectives in Consumer Behavior*, Third Edition, Kassirjian, H.H. and Robertson, T.S. (eds.), Englewood Cliffs, NJ: Scott Foresman (1981), pp. 233-50.
- Lutz, R.J., "The Role of Attitude Theory In Marketing," in *Perspectives in Consumer Behavior*, Third Edition, Kassirjian, H.H., and Robertson, T.S. (eds.), Englewood Cliffs, NJ: Scott Foresman (1981), pp. 233-50.
- Revised and updated version appears in *Perspectives in Consumer Behavior*, 4/e, Kassirjian, H.H., and Robertson, T.S. (eds.), Englewood Cliffs, NJ: Prentice Hall (1991), pp. 317-339.

- Lutz, R.J., "A Reconceptualization of the Functional Approach to Attitudes," in *Research in Marketing, Vol. V*, J.N. Sheth (ed.), Greenwich, CT: JAI Press (1981), pp. 165-210.
- Lutz, R.J., "Affective and Cognitive Antecedents of Attitude Toward the Ad: A Conceptual Framework," in L.F. Alwitt and A.A. Mitchell (eds.), *Psychological Processes and Advertising Effects: Theory, Research and Application*, Hillsdale, NJ: Erlbaum (1985), pp. 45-63.
- Lutz, R.J., "Consumer Psychology," in M. Meyer and E.M. Altmaier (eds.), *Nonverbal Communication in Advertising*, New York: Random House (1985), pp. 275-304.
- Baker, W.E., and Lutz, R.J., "The Relevance-Accessibility Model of Advertising Effectiveness," in S. Hecker and D.W. Stewart (eds.), *Nonverbal Communication in Advertising*, Lexington, MA: Lexington Books (1988), pp. 59-84.
- Lutz, R.J., "Discovery-Oriented Marketing Research: This is Not Heresy," in *13th Paul D. Converse Symposium Digest*, Chicago: American Marketing Association, 1993.
- Lutz, R.J., "Some General Observations About Research on Integrated Marketing Communications," in E. Thorson and J. Moore (eds.), *Integrated Communications: Synergy of Persuasive Voices*, Hillsdale, NJ: Erlbaum, 1996.
- Lutz, R.J., "Adapting the Ph.D. Program to Ecological Imperatives: How to Herd Cats," in S.T. Cavusgil and N.E. Horn (eds.), *Internationalizing Doctoral Education in Business*, East Lansing: Michigan State University Press, 1997, pp. 191-99.

Refereed Journal Articles

- Lutz, R.J., and Resek, R.W., "More on Testing the Howard-Sheth Model of Buyer Behavior," *Journal of Marketing Research*, 9, 344-5, (1972).
- Lutz, R.J., "Changing Brand Attitudes Through Modification of Cognitive Structure," *Journal of Consumer Research*, 1, 49-59, (1975).
- Bettman, J.R., Capon, N. and Lutz, R.J., "Cognitive Algebra in Multiattribute Attitude Models," *Journal of Marketing Research*, 12, 151-64, (1975).
- Bettman, J.R., Capon, N. and Lutz, R.J., "Multiattribute Measurement Models and Multiattribute Attitude Theory: A Test of Construct Validity," *Journal of Consumer Research*, 1, 1-15, (1975).
- Lutz, R.J., "Measurement and Diagnosis of Student Attitudes Toward a Career in Advertising," *Journal of Advertising*, 4, 3, 36-40, (1975).

- Lutz, R.J., "First-Order and Second-Order Cognitive Effects in Attitude Change," *Communication Research*, 2, 3, 289-99, (1975).
- Reprinted in *Communicating with Consumers: The Information Processing Approach*, Ray, M.L., and Ward, S. (eds.), Beverly Hills: Sage Publications, Inc., (1976).
- Bettman, J.R., Capon, N. and Lutz, R.J., "Information Processing in Attitude Formation and Change," *Communication Research*, 2, 3, 267-78, (1975).
- Reprinted in *Communicating with Consumers: The Information Processing Approach*, Ray, M.L., and Ward, S. (eds.), Beverly Hills: Sage Publications, Inc. (1976).
- Lutz, R.J., "An Experimental Investigation of Causal Relations Among Cognition, Affect and Behavioral Intention," *Journal of Consumer Research*, 3, 197-208, (1977).
- Lutz, K.A. and Lutz, R.J., "The Effects of Interactive Imagery on Learning: Application to Advertising," *Journal of Applied Psychology*, 62, 493-498, (1977).
- Lutz, R.J., "Rejoinder to 'A Further Examination of Two Laboratory Tests of the Extended Fishbein Attitude Model,'" *Journal of Consumer Research*, 4, 266-71, (1978).
- Lutz, R.J., "Rejoinder to 'Attitude Change or Attitude Formation? An Unanswered Question,'" *Journal of Consumer Research*, 4, 267-8, (1978).
- Capon, N. and Lutz, R.J., "A Model and Methodology for the Development of Consumer Information Programs," *Journal of Marketing*, 43, 1, 58-67, (1979).
- Burke, M., Belch, G.E., Lutz, R.J., and Bettman, J.R., "Affirmative Disclosure in Home Purchasing," *Journal of Consumer Affairs*, (1979).
- Park, C.W., and Lutz, R.J., "Decision Plans and Consumer Choice Dynamics," *Journal of Marketing Research*, 19, 1, 108-15, (1982).
- Capon, N., and Lutz, R.J., "The Marketing of Consumer Information," *Journal of Marketing*, 47, 1, 108-12, (1983).
- MacKenzie, S.B., Lutz, R.J., and Belch, G.E., "The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations," *Journal of Marketing Research*, 23, 2, 130-43, (1986).
- MacKenzie, S.B., and Lutz, R.J., "An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context," *Journal of Marketing*, 53 (April), 48-65, (1989).

Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., and Wood, S., "Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces," *Journal of Marketing*, 61 (July), 38-53, (1997).

Baker, W.E., and Lutz, R.J., "An Empirical Test of an Updated Relevance-Accessibility Model of Advertising Effectiveness," *Journal of Advertising*, 29(1), 1-14, (2000).

Moore, E.S., and Lutz, R.J., "Children, Advertising, and Product Experiences: A Multi-Method Inquiry," *Journal of Consumer Research*, 27 (June), 31-48, (2000).

Moore, E.S., Wilkie, W.L., and Lutz, R.J., "Passing the Torch: Intergenerational Influences as a Source of Brand Equity," *Journal of Marketing*, 66 (April), 17-37, (2002).

Burns, K.A., and Lutz, R.J., "The Function of Format: Consumer Responses to Six Online Advertising Formats," forthcoming at *Journal of Advertising*.

Research in Progress

Guiry, M., A.W. Magi, and Lutz, R.J., "Defining and Measuring Recreational Shopper Identity," under second review at *Journal of Academy of Marketing Science*.

Burns, K.A., and Lutz, R.J., "Web Users' Perceptions of and Attitudes toward Online Advertising Formats," under review at *Journal of Advertising Research*.

Conference Proceedings Published

Lutz, R.J., and Howard, J.A., "Toward a Comprehensive View of the Attitude-Behavior Relationship: The Use of Multiple-Set Canonical Analysis," 215-225 in Goldfield, E.D., (ed.), *Proceedings of the Social Statistics Section*, (Washington, D.C.: American Statistical Association), 1971.

Lutz, R.J., "Investigating the Feasibility of Personalized Rapid Transit: An Experimental Approach," 800-806 in Venkatesan, M. (ed.), *Proceedings*, Third Annual Conference of the Association for Consumer Research, 1972.

Calder, B.J., and Lutz, R.J., "An Investigation of Some Alternative to the Linear Attitude Model," 812-815 in Venkatesan, M., (ed.), *Proceedings*, Third Annual Conference of the Association for Consumer Research, 1972.

Lutz, R.J., "An Investigation of the Relationship Between Changes in Cognitive Structure and Changes in Consumer Brand Attitudes," 29-53 in *Proceedings*, Third Annual Albert Haring Symposium on Doctoral Research in Marketing, Indiana University, 1973.

Lutz, R.J., "A Comparison of Two Alternative Models of the Attitude-Behavior Relationship," 927-928 in *Proceedings*, 81st Annual Convention of the American Psychological Association, 1973.

- Lutz, R.J. and Reilly, P.J., "An Exploration of the Effects of Perceived Social and Performance Risk on Consumer Information Acquisition," 393-405 in *Advances in Consumer Research: Vol. I*, Ward, S. and Wright, P., (eds.), 1974.
- Lutz, R.J. and Winn, P.R., "Developing a Bayesian Measure of Brand Loyalty: A Preliminary Report," 104-108 in *Combined Proceedings*, American Marketing Association, 1974.
- Lutz, R.J. and Kakkar, P., "The Psychological Situation as a Determinant of Consumer Behavior," 439-453 in *Advances in Consumer Research: Vol. II*, Schlinger, M.J., (ed.), Chicago: Association for Consumer Research, 1974.
- Bettman, J.R., Capon, N., and Lutz, R.J., "A Multimethod Approach to Validating Multiattribute Attitude Models," 357-374 in *Advances in Consumer Research: Vol. II*, Schlinger, M.J., (ed.), 1974.
- Kakkar, P. and Lutz, R.J., "Toward a Taxonomy of Consumption Situations," 206-210 in *Combined Proceedings*, American Marketing Association, 1975.
- Lutz, R.J., "Discussion: Methods for Studying Consumer Information Processing," 170-174 in *Combined Proceedings*, American Marketing Association, 1975.
- Lutz, R.J. and Kakkar, P., "Situational Influence in Interpersonal Persuasion," 370-378 in *Advances in Consumer Research, Vol. III*, Anderson, B.B. (ed.), (Cincinnati: Association for Consumer Research), 1976.
- Lutz, R.J., "Conceptual and Operational Issues in the Extended Fishbein Model," 469-476 in *Advances in Consumer Research, Vol. III*, Anderson, B.B. (ed.), (Cincinnati: Association for Consumer Research), 1976.
- Lutz, R.J. and Swasy, J.L., "Integrating Cognitive Structure and Cognitive Response Approaches to Monitoring Communications Effects," 363-371, in *Advances in Consumer Research, Vol. IV*, Perreault, W., (ed.), (Chapel Hill, NC: Association for Consumer Research), 1977.
- Lutz, R.J., "A Functional Approach to Consumer Attitude Research," 360-369 in *Advances in Consumer Research, Vol. V*, Hunt, H.K. (ed.), (Ann Arbor, MI: Association for Consumer Research), 1978.
- Lutz, K.A., and Lutz, R.J., "Imagery - Eliciting Strategies: Review and Implications for Research," 611-20 in *Advances in Consumer Research, Vol. V*, Hunt, H.K. (ed.), (Ann Arbor, MI: Association for Consumer Research), 1978.
- Swasy, J.L., and Lutz, R.J., "Incorporating Marketing Methods in the Evaluation of Public Services: The Los Angeles Witness Project," 140-9 in *Proceedings*, Fifth International Research Seminar in Marketing, Gordes, France, 1978.

- Burke, M., Conn, W.D., and Lutz, R.J., "Using Psychographic Variables to Investigate Product Disposition Behaviors," 408-13 in *Proceedings* (Chicago: American Marketing Association), 1978.
- Lutz, R.J., "Consumer Gift-Giving: Opening the Black Box," 329-31 in *Advances in Consumer Research, Vol VI* (Ann Arbor, MI: Association for Consumer Research), 1979.
- Lutz, R.J., "A Functional Theory Framework for Designing and Pretesting Advertising Themes," 37-44 in Maloney, J.C. and Silverman, B. (eds.), *Attitude Research Plays for High Stakes* (Chicago: American Marketing Association), 1979.
- Reprinted in *Contemporary Perspectives in Consumer Research*, Lutz, R.J. (ed.), Boston: Kent Publishing Co., 1981.
- Lutz, R.J., "How Difficult Is It To Change Consumer Decision Structures," 317-34 in Shocker, A.D. (ed.), *Analytic Approaches to Product and Marketing Planning* (Cambridge, MA: Marketing Science Institute), 1979.
- Lutz, R.J., "Theory in Marketing: Problems and Prospects," 3-6 in *Proceedings, First National Conference on Conceptual and Theoretical Developments in Marketing* (Chicago: American Marketing Association), 1979.
- Lutz, R.J., "On Getting Situated: The Role of Situational Factors in Consumer Research," 659-63 in Olson, J.C. (ed.), *Advances in Consumer Research, Vol. VII* (Ann Arbor, MI: Association for Consumer Research), 1980.
- Lutz, R.J., and MacKenzie, S.B., "Construction of a Diagnostic Cognitive Response Model for Use in Commercial Pretesting," 145-56 in Chasin, J. (ed.), *Straight Talk About Attitude Research* (Chicago: American Marketing Association), 1982.
- Lutz, R.J., "Lessons Learned from a Decade of Multiattribute Attitude Research in Marketing," 107-23 in *Proceedings of the Eleventh Paul D. Converse Marketing Symposium* (Chicago: American Marketing Association), 1982.
- Lutz, R.J., MacKenzie, S.B., and Belch, G.E., "Attitude Toward the Ad as a Mediator of Advertising Effectiveness: Determinants and Consequences," 532-9 in Bagozzi, R.P., and Tybout, A.M. (eds.), *Advances in Consumer Research, Vol. X*, (Ann Arbor, MI: Association for Consumer Research), 1983.
- MacKenzie, S.B., and Lutz, R.J., "Testing Competing Theories of Advertising Effectiveness via Structural Equation Models," 70-75 in *Research Methods and Causal Modeling in Marketing*, (Chicago: American Marketing Association), 1983.
- Areni, C.S., and Lutz, R.J., "The Role of Argument Quality in the Elaboration Likelihood Model," 197-203 in Houston, M.J. (ed.), *Advances in Consumer Research, Vol. XV*, (Provo, UT: Association for Consumer Research), 1988.

- Moore-Shay, E.S., and Lutz, R.J., "Intergenerational Transfer of Shopping Behavior and Marketplace Beliefs: Mothers and Daughters," 461-7 in Houston, M.J. (ed.), *Advances in Consumer Research*, Vol. XV, (Provo, UT: Association for Consumer Research), 1988.
- Lutz, R.J., "Positivism, Naturalism and Pluralism in Consumer Research: Paradigms in Paradise," 1-7 in T.S. Srull (ed.), *Advances in Consumer Research*, Vol. 16 (Provo, UT: Association for Consumer Research), 1989. [ACR Presidential Address]
- Holden, S.J.S., and Lutz, R.J., "Ask Not What the Brand Can Evoke; Ask What Can Evoke the Brand?", 101-7 in Sherry, J.F., and Sternthal, B., *Advances in Consumer Research*, Vol. 19 (Provo, UT: Association for Consumer Research, 1992).
- Wright, A.A., and Lutz, R.J., "The Framing of Brand Judgments after Direct Product Experience and Advertising: An Empirical Investigation," 172-8 in *Proceedings*, American Marketing Association Winter Educators' Conference, Chicago: American Marketing Association, 1993.
- Wright, A.A., and Lutz, R.J., "Effects of Advertising and Experience on Brand Judgments: A Rose by Any Other Frame..." 165-9 in M. Rothschild and L. McAlister (eds.), *Advances in Consumer Research*, Vol. 20, Provo, UT: Association for Consumer Research, 1993.

OFFICES IN BUSINESS, CIVIC, AND PROFESSIONAL ASSOCIATIONS

Conference of Southern Graduate Schools

- Member, 1994-1999
- Member, International Education Committee, 1995-1997
- Member, Executive Council, 1997-1999
- Member, Teaching Task Force, 1997-1998
- Chair, Committee on Teaching at the Graduate Level, 1998-1999

Association of Directors of Doctoral Programs in Business

- Member, 1990-1995
- Member, Research Committee, 1990-1991
- Member, Program Committee, 1991-1992
- Chair, Program Committee and President-Elect, 1992-1993
- President, 1993-1994
- Member, Merger Task Force, 1994-1995

Association for Consumer Research

Member, 1972-present
 Newsletter Editor, 1975-1976
 Treasurer, 1977
 Program Chair, Annual Conference, 1985
 President, 1988
 Member, Board of Directors, 1991-1994.
 Member, JCR Best Paper Award Selection Committee, 1988-1997
 Member, ACR Fellows Selection Committee, 1989-1992
 Member, Finance Committee, 1997
 Member, Ferber Award Selection Committee, 2000
 Liaison to the Sheth Foundation, 2000-present

American Marketing Association

Member, 1967-present
 Faculty member, AMA Doctoral Consortium, 1978, 1979, 1982, 1983, 1985-1996,
 2001-2004
 Program Co-Chair, Winter Educators Conference, 1985
 Co-Chair, AMA Doctoral Consortium, 1990
 Member, AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award
 Committee, 1996-1998
 Chair, AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award Committee,
 1998-2000
 Co-Chair, Transitions Workshop for New Marketing Faculty, 2005

EDITORIAL AND REVIEWING ACTIVITY

Editor, *Journal of Consumer Research*, 1988-1990

Section Editor, Buyer Behavior and Behavioral Science, *Journal of Marketing*, 1978-1981

Member of Editorial Review Boards of:

Journal of Marketing Research, 1976-1994
Journal of Business Research, 1977-1987
Journal of Marketing, 1978-1990
Journal of Advertising Research, 1981-present
Journal of Consumer Research, 1982-1987, 1991-present
Marketing Letters, 1989-present
Journal of Consumer Psychology, 1991-present

Occasional Reviewer for *Journal of Applied Psychology*, *Marketing Science*, *Journal of Business*, *Journal of Consumer Affairs*, *Research in Marketing*, *Review of Marketing*, *Journal of Advertising*, *Journal of the Academy of Marketing Science*, and *International Journal of Research in Marketing*.

Reviewer, Annual Conferences of the American Marketing Association and the Association for Consumer Research, 1973-present.

DOCTORAL DISSERTATIONS CHAIRED

UCLA:

Pradeep Kakkar
 Jeff Lloyd
 John L. Swasy
 George E. Belch
 Marian C. Burke
 Scott B. MacKenzie

University of Florida:

Charles S. Areni
 William E. Baker
 Michelle A. DeMoss
 Susan M. Fournier
 Michael R. Guiry
 Douglas R. Hausknecht
 Stephen J. S. Holden
 Elizabeth S. Moore-Shay
 John W. Pracejus
 Alice A. Wright
 Kelli A. Burns (Advertising)

UNIVERSITY SERVICE AND GOVERNANCE (PAST TEN YEARS ONLY)

2004-2005:

Undergraduate Committee (Chair)
 Promotion and Tenure Committee (Chair)
 Kynes Scholarship Selection Committee

2003-2004:

Undergraduate Committee (Chair)
 Promotion and Tenure Committee
 Kynes Scholarship Selection Committee

2002-2003:

Undergraduate Committee (Chair)
 Promotion and Tenure Committee
 Kynes Scholarship Selection Committee

2001-2002:

MBA Marketing Director Search Committee
 Undergraduate Committee
 University Senate
 Sabbatical Committee (Chair)
 Undergraduate Strategic Planning Committee (Chair)
 Kynes Scholarship Selection Committee

2000-2001:

Kynes Scholarship Selection Committee
University Senate

1999-2000:

Kynes Scholarship Selection Committee
Task Force on MBA Program
University Senate

1998-1999:

Kynes Scholarship Selection Committee
Scholar-Athlete Recruiting Committee

1997-1998:

Kynes Scholarship Selection Committee
Scholar-Athlete Recruiting Committee

1996-1997:

Kynes Scholarship Selection Committee
Scholar-Athlete Recruiting Committee
Council on Faculty Enhancement
Eminent Scholar Search Committee
Faricy Fellow Search Committee

1995-1996:

Kynes Scholarship Selection Committee
Scholar-Athlete Recruiting Committee
Strategic Planning Team (Chair)
Publication Advisory Committee
Sabbatical Evaluation Committee
Council on Faculty Enhancement

1994-1995:

Kynes Scholarship Selection Committee
Graduate Council
Graduate Curriculum Committee (Chair)
Grinter Fellowship Committee (Chair)
Teaching Improvement Program Awards Committee (Chair)
Penney Term Professorship Committee
Scholar-Athlete Recruiting Committee
Strategic Planning Team (Chair)
Publication Advisory Committee

1993-1994:

- Graduate Council
- Graduate Curriculum Committee
- Grinter Fellowship Committee (Chair)
- Teaching Improvement Program Committee
- Penney Term Professorship Committee
- Scholar-Athlete Recruiting Committee
- Department Chair Search Committee

CONSULTATIONS AND EXECUTIVE TEACHING

Marketing consultant to a number of organizations, including Naylor Publications, Inc., Brunswick Corporation, Smithers-Oasis USA, J.C. Penney, Harris Corporation, Stromberg-Carlson, Los Angeles Turf Club, Inc., Warner Brothers Records, the National Association of Realtors, Radio and Records, Inc., Arrowhead Puritas Waters, MacMillan-Bloedel, Ltd., Home Savings of America, Burke Marketing Research, Service America Corporation, and Los Angeles County Museum of Art.