

## About the Authors

**Jill Avery** is Assistant Professor of Marketing at the Simmons School of Management in Boston. She received a DBA from the Harvard Business School, an MBA from the Wharton School, and a BA from the University of Pennsylvania. She teaches marketing management, brand management, integrated marketing communications, and consumer behavior in the MBA and undergraduate programs and was recognized for distinction in teaching at Harvard College.

Jill's research focuses on brand management and CRM. Her dissertation research on brand communities won the Harvard Business School Wyss award for excellence in doctoral research. Her branding insights have been widely cited in the business press, including *Advertising Age*, *The New York Times*, and *The Economist*.

Prior to her academic career, Jill spent a decade as a brand manager for Gillette, Braun, Samuel Adams and AT&T; and on the agency side managing the Pepsi, General Foods, Bristol-Myers, and Citibank accounts.

Active in pro-bono consulting for entrepreneurial start-ups and non-profit organizations, she serves on the Board of Overseers, the Museum of Fine Arts, Boston. (jill@mycbbbook.com)

**Robert V. Kozinets** is Associate Professor of Marketing at York University's Schulich School of Business. Previously, he was a faculty member at Northwestern's Kellogg School of Management in Chicago and the University of Wisconsin-Madison's School of Business. An anthropologist by training, Rob is a global expert on online communities and online research methods. In 1995, he developed Netnography—online ethnography, applying it to the strategic understanding of blogs, microblogs, virtual worlds, and social networking sites. Dubbed a “marketing legend” by *Canadian Business* magazine, his insights have appeared in press (e.g., *the New York Times*), and *the Discovery Channel*.

Rob's research on brand management and online communities has been published in leading marketing journals. He has coauthored *Consumer Tribes* (Elsevier Press, 2007) and *Netnography: Doing Ethnographic Research Online*, (Sage, 2009) and writes a blog, *Brandthroposophy* (see [www.kozinets.net](http://www.kozinets.net)). (rob@mycbbbook.com)

**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 the University of New South Wales (Sydney, Australia).

Ban's research has been published in such journals as *Journal of Marketing*, *Psychology & Marketing*, *Journal of Consumer Behavior*, *Journal of Retailing*, and *Marketing*

*Theory*. He has coauthored three books: *ValueSpace* (McGraw-Hill 2001, [www.myvaluespace.com](http://www.myvaluespace.com)), *Customer Behavior* (Dryden Press, 1998, and Thomson Learning, 2002), and “MYCBBBook” ([www.mycbbbook.com](http://www.mycbbbook.com), 2008, 2010, 2013). The present book, arguably his most-labored, is a digest of his understanding of Consumer Behavior, sixth-sensed through a decade of research, teaching, and contemplating consumer behavior. (Ban@mycbbbook.com)

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Priya's research interests are in the area of consumer psychology, including psychological aspects of prices and money, risk perceptions, visual information processing, and survey methods. She has published over 50 articles in journals and books, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, and *Marketing Science*. She is on the editorial boards of *JCR*, *JMR*, *JCP*, *JR* and *Marketing Letters*, and has presented her work over a 100 times at universities, symposia and conferences worldwide.

Priya received her undergraduate degree in Economics from St. Stephen's College, Delhi University, her MBA from the Indian Institute of Management, Ahmedabad, and her Ph.D. in Marketing from New York University. (Priya@mycbbbook.com)

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Authors contributed as follows: Avery: p. 509-513; Kozinets: p. 501-508; Mittal: p. 2-489, 514-570, Raghuram: 491-495; and Woodside: 496-500.