



## Access to Experts

### **Russell S. Winer**

Russell S. Winer is the William Joyce Professor and chair of the department of marketing at the Stern School of Business, New York University. He received a B.A. in economics from Union College and an M.S. and Ph.D. in industrial administration from Carnegie Mellon University. He has written three books, *Marketing Management*, *Analysis for Marketing Planning*, and *Product Management*, and a research monograph, *Pricing*. He has authored over 70 papers in marketing on a variety of topics including consumer choice, marketing research methodology, marketing planning, advertising, and pricing. Professor Winer has served two terms as the editor of the *Journal of Marketing Research*; he is a past co-editor of *Journal of Interactive Marketing*; he is an associate editor of the *International Journal of Research in Marketing*, and he is on the editorial boards of the *Journal of Marketing*, the *Journal of Marketing Research*, and *Marketing Science*. He is the most recent past executive director of the Marketing Science Institute in Cambridge, Massachusetts. He is the 2011 recipient of the AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award —the highest honor a marketing educator can receive.

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