

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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Publications by Russell S. Winer

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- [Measuring the Effects of Corporate Social Responsibility](#)
06 April, 2011