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# ABOUT THE AUTHORS

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**Paul W. Farris** is Landmark Communications Professor and Professor of Marketing at The Darden Graduate Business School, University of Virginia, where he has taught since 1980. Professor Farris's research has produced award-winning articles on retail power and the measurement of advertising effects. He has published more than 50 articles in journals such as the *Harvard Business Review*, *Journal of Marketing*, *Journal of Advertising Research*, and *Marketing Science*. He is currently developing improved techniques for integrating marketing and financial metrics and is co-author of several books, including *The Profit Impact of Marketing Strategy Project: Retrospect and Prospects*. Farris's consulting clients range from Procter & Gamble to Apple and IBM. He has served on boards of manufacturers, retailers, and e-Business companies. Currently, he is a director of Sto, Inc., and GSI Group.

**Neil T. Bendle** is a Ph.D. student in marketing at the Carlson School of Management, University of Minnesota. He holds an MBA from Darden, and has nearly a decade's experience in marketing management, consulting, business systems improvement, and financial management. He was responsible for measuring the success of marketing campaigns for the UK's Labour Party.

**Phillip E. Pfeifer**, Alumni Research Professor of Business Administration at The Darden Graduate Business School, currently specializes in interactive marketing. He has published a popular MBA textbook and over 25 refereed articles in journals such as the *Journal of Interactive Marketing*, *Journal of Database Marketing*, *Decision Sciences*, and the *Journal of Forecasting*. Pfeifer was recognized in 2004 as the Darden School's faculty leader in external case sales. His teaching has won student awards and has been recognized in *Business Week's* Guide to the Best Business Schools. His recent clients include Circuit City, Procter & Gamble, and CarMax.

**David J. Reibstein** is Managing Director of CMO Partners and William Stewart Woodside Professor of Marketing at the Wharton School. Regarded as one of the world's leading authorities on marketing, he served as Executive Director of the Marketing Sciences Institute, and co-founded Wharton's CMO Summit, which brings together leading CMOs to address their most pressing challenges. Reibstein architected and teaches the Wharton Executive Education course on marketing metrics. He has an extensive track record consulting with leading businesses, including GE, AT&T Wireless, Shell Oil, HP, Novartis, Johnson & Johnson, Merck, and Major League Baseball. He has served as Vice Dean and Director of Wharton's Graduate Division, as visiting professor at Stanford and INSEAD, and as faculty member at Harvard. He serves on the Board of Directors of Shopzilla, And1, and several other organizations.