

MARK EDWARD PARRY

Ewing Marion Kauffman/Missouri Endowed Chair in Entrepreneurial Leadership
& Professor of Marketing
321 Bloch School
University of Missouri-Kansas City
5110 Cherry Street
Kansas City, MO 64110-2499

EDUCATION

Ph.D., Management Science, The University of Texas at Dallas, 1988.
M.A., Economics, The University of Texas at Arlington, 1984.
B.A., History, Metropolitan State College, 1981.

PROFESSIONAL EXPERIENCE

Ewing Marion Kauffman/Missouri Endowed Chair in Entrepreneurial Leadership
& Professor of Marketing. The Bloch School, University of Missouri-Kansas City, 2005-
present.
Professor of Business Administration, The Darden School, University of Virginia, 2001 –
2005.
Robert F. Vandell Research Professor of Business Administration, The Darden School,
University of Virginia, 1997-2001.
Associate Professor with tenure, The Darden School, University of Virginia, 1994 – 1998.
Assistant Professor, The Darden School, University of Virginia, 1988 – 1994.
Research Assistant, The University of Texas at Dallas, 1985-1988.
Instructor, The University of Texas at Arlington, 1984-1985.
Teaching Assistant, The University of Texas at Arlington, 1982-1984.

HONORS AND AWARDS

Excellence in Global Marketing Research Award, American Marketing Association, 2005.

Outstanding Reviewer Award, *Journal of Retailing*, 2004

Honorable Mention, The William R. Davidson Award for Best Article Contributing to
Theory and Practice in Retail Marketing, *Journal of Retailing*, 1995.

Wachovia Award for Research, 1994

Outstanding Paper Award, Product Development and Management Association's 1991
International Conference, Boston, MA

HONORS AND AWARDS (cont.)

Consortium Fellow, The Twenty-Second Annual AMA Doctoral Consortium, 1987

Outstanding Student-At-Large, Metropolitan State College, 1981

EXECUTIVE EDUCATION COURSES

Launching New Products: This course focuses on the development of new product launch plans. This course has been offered as an open-enrollment executive program at the Darden School and delivered in modified form to companies like Coca-Cola (two different locations), Milliken, Ingersoll-Rand, and Graphic Controls.

Generating Winning New Product Concepts: This course surveys a variety of tools and techniques for developing new product ideas. This course has been offered as an open-enrollment executive program at the Darden School and delivered in modified form to Graphic Controls.

Pricing Strategy and Tactics: This course introduces participants to key concepts for effective pricing management. This course has been offered as an open-enrollment executive program at the Darden School and delivered in modified form to Coca-Cola (five different locations) and Cerveceria Cuauhtemoc Moctezuma.

Branding Strategy: A Means-End Approach. This course introduces participants to the means-end approach for building strong brands. I have offered versions of this course off-site for Lexis Law Publishing and AAA Travel.

Marketing Strategy: This course covers key concepts in marketing strategy. At Darden I served as course head for this program for a number of years. In addition, I have offered condensed versions of this course off-site to companies like Lexis-Nexis.

Managing Critical Resources: I have served as course head for this two-week general management program for a number of years. In total I have taught in about 20 offerings of this program from 1994 to 2005.

Developing Managerial Excellence: I have taught in over 20 offerings of this three-week Darden general management program from 1992-2005.

Channel Management: This course covered key concepts and frameworks dealing with the management of distribution channels. I taught in several offerings of this course at Darden during the mid-1990s.

EXECUTIVE EDUCATION COURSES (cont.)

Emerging Leaders Program: This is a two-week custom program designed for United Technologies Corporation. While at Darden I taught in 13 offerings of this general management program.

Executive Development for Global Excellence: This is a two-week custom program designed for Timken Corporation. I participated in the design of this general management program and taught in the first three offerings during 2004 and 2005.

Other Custom programs: In addition to the programs listed above, I have taught in custom programs for M&M-Mars, Standard & Poor's, Husky Corporation, G-Tech Corporation, and Lexis Law Publishing.

MBA COURSES TAUGHT

First-Year Marketing: The introductory course in Marketing Management is required of all students. Topics covered include consumer analysis, channels of distribution, selling, advertising, pricing, and product line policy. I also served as first-year course head at Darden for three years (Fall 1998 through Spring 2001).

Marketing Strategy: An introduction to the fundamental concepts of marketing strategy (taught in both the Darden MBA program and the Bloch School's EMBA program)

Consumer Psychology: This course examines basic concepts of consumer psychology and the application of those concepts to marketing decisions.

Marketing Research: An introduction to collecting, analyzing, and interpreting marketing research data.

PUBLISHED BOOKS

Mathematical Models of Distribution Channels, with Charles A. Ingene. Boston: Kluwer Academic Publishers, 2004.

Strategic Marketing Management: A Means-End Approach. New York: McGraw-Hill, 2002.

Cases in Marketing Strategy, with Yoshinobu Sato. Tokyo: Reimei Publishers, 2001.

MANUSCRIPTS SUBMITTED TO PEER-REVIEW JOURNALS

“Task Conflict, Integration Potential, and Conflict Management Strategies in Joint Ventures” (with Michael Song and Robert Spekman), submitted to *Strategic Management Journal* in October 2005.

“Of Models and Myths: A Prolegomenon on Game-Theoretic Analyses of Distribution Channels” (with Charles Ingene), submitted to the *Journal of the Academy of Marketing Science* in February 2005.

“Trialability, Promotion, and New Product Adoption (with Michael Song),” submitted to *Journal of Marketing* in March 2006.

“Do Relative Advantage And Trialability Mediate The Relationships Between Network Externalities And Adoption?” (with Michael Song and Stuart Read), submitted to *Management Science* in March 2006.

PUBLICATIONS

“Order of Market Entry: Empirical Results from the PIMS Data and Future Research Topics,” with William T. Robinson, in *Profit Impact of Marketing Strategy in Retrospect and Prospect*, eds. Paul Farris and Michael Moore. Cambridge University Press: Cambridge, 2004.

“Is Channel Coordination All It Is Cracked Up to Be?” with Charles Ingene, *Journal of Retailing*, 76 (4), Winter 2000, 511-547.

“Market Share and ROI: Observing the Effect of Unobserved Variables,” with Kusum L. Ailawadi and Paul W. Farris, *International Journal of Research in Marketing*, 16 (17), February 1999, 17-33.

“Challenges of Managing the Development of Breakthrough Products in Japan,” with X. Michael Song, *Journal of Operations Management*, 17 (6), 1999, 665-688.

“Manufacturer-Optimal Wholesale Pricing When Retailers Compete,” with Charles A. Ingene, *Marketing Letters*, 9 (1), 1998, 65-67.

“The High-Cooperation Hospital Project Team,” with Laura Gent and Arthur E. Parry, *Team Performance Management*, 4 (6), 1998, p. 253-268.

“The Determinants of Japanese New Product Successes,” with X. Michael Song, *Journal of Marketing Research*, February, 34 (1), 1997, 64-76.

PUBLICATIONS (cont.)

“A Cross-National Comparative Study of New Product Development Processes: Japan and the United States,” with X. Michael Song, *Journal of Marketing*, 16 (2), April 1997, 1-18. (Awarded “Citation of Excellence for the Highest Quality Rating Article”) (*Lead Article*) (Awarded the “Excellence in Global Marketing Research Award” in 2005)

“Teamwork Barriers in Japanese High-Technology Firms: The Sociocultural Differences Between R&D and Marketing Managers,” with X. Michael Song, *The Journal of Product Innovation Management*, 14 (5), 1997, 356-67.

“What Separates Japanese New Product Winners From Losers,” with X. Michael Song, *The Journal of Product Innovation Management*, 13 (5), 1996, 422-39.

“Channel Coordination: The Case of Multiple Retailers with Exclusive Territories,” with Charles A. Ingene, *Journal of Retailing*, 71 (2), 1995, 129-152.

“Channel Coordination When Retailers Compete,” with Charles A. Ingene, *Marketing Science*, Winter, 14 (4), 1995, 360-377.

“A Note on Multi-Regional Marketing,” with Charles A. Ingene, *Management Science*, 41 (7), 1995, 1194-1201.

“Generic Competition in the U.S. Pharmaceutical Industry,” with Yoshinobu Sato, *Journal of Marketing & Distribution*, January 1995, 19-32.

“The Dimensions of Industrial New Product Success and Failure in State Enterprises in the People’s Republic of China,” with X. Michael Song, *The Journal of Product Innovation Management*, 11 (2), 1994, 105-119.

“Identifying New Product Successes in China,” with X. Michael Song, *The Journal of Product Innovation Management*, 11 (1), 1994, 15-30.

“Integrating R&D and Marketing: A Comparison of Practices in Japanese and American Chemical Industries,” with John Norton and X. Michael Song, *IEEE Transactions on Engineering Management*, 41 (1), 1994, 5-21.

“On the Use of Polynomial Regression Equations as an Alternative to Difference Scores in Organizational Behavior Research”, with Jeffrey R. Edwards. *Academy of Management Journal*, 36 (6), 1993, 1577-1613.

PUBLICATIONS (cont.)

“Share and Growth Do Not Predict Advertising/Sales Ratio,” with Kusum L. Ailawadi and Paul W. Farris, *Journal of Marketing*, 58 (January), 1993, 15-26.

“R&D-Marketing Integration in Japanese High-Technology Firms: Hypotheses and Empirical Evidence,” with X. Michael Song, *Journal of the Academy of Marketing Science*, 21 (2), 1993, 125-33 (*Lead article*)

“Determinants of R&D-Marketing Integration in High-Tech Japanese Firms,” with X. Michael Song, *The Journal of Product Innovation Management*, 10 (1), 1993, 4-22. (*Lead article*)

“How the Japanese Manage the R&D-Marketing Interface,” with X. Michael Song, *Research-Technology Management*, 36 (4), 1993, 32-39.

“Market Share and ROI: A Peek at Some Unobserved Variables,” with Kusum L. Ailawadi and Paul W. Farris, Technical Working Paper, *Marketing Science Institute*, 1993.

“Letter from China,” *Research-Technology Management*, 35 (3), 1992, 4-5.

“The R&D-Marketing Interface in Japanese High-Technology Firms,” with X. Michael Song, *The Journal of Product Innovation Management*, 9 (2), 1992, 91-112.

“Structural Analysis of Models with Composite Dependent Variables,” with Paul Farris and Kusum Ailawadi, *Marketing Science*, 11 (1), 1992, 76-94.

“Strategy and Marketing Tactics in Nonprofit Hospitals,” with Arthur E. Parry, *Health Care Management Review*, 17 (1), 1992, 51-62. Reprinted in *Best of Health Care Marketing 1992*, Neal Pomea, ed., Chicago, IL: American Marketing Association.

“The Relationship of R&D/Sales to Firm Performance: An Investigation of Marketing Contingencies,” with Susan L. Holak and X. Michael Song, *The Journal of Product Innovation Management*, 8 (4), 1991, 267-282.

“Clarifying Some Ambiguities Regarding GRP and Average Frequency: A Comment on ‘GRP: A Case of Mistaken Identity,’” with Paul W. Farris, *Journal of Advertising Research*, 31 (6), 1991, 75-77.

“An MLE Estimator of the Zero-Order Switching Matrix,” with Charles Gengler, *The International Journal of Research in Marketing*, 8 (3), 1991, 259-272.

PUBLICATIONS (cont.)

“The Budgeting Practices of Nonprofit Hospitals,” with Arthur E. Parry and Paul W. Farris, *Journal of Health Care Marketing*, 11 (2), 1991, 2-13.

“The Purchase of Insurance by a Risk-Neutral Firm for a Risk-Averse Agent,” with Arthur E. Parry, *The Journal of Risk and Insurance*, 58 (1), 1991, 30-46.

“When to Lead or Follow? It Depends,” with Frank M. Bass, *Marketing Letters*, 3 (1), 1990, 187-198.

“Accounting for the Market Share-ROI Relationship,” with Paul W. Farris and Frederick E. Webster, Jr., Technical Working Paper, *Marketing Science Institute*, 1989.

REFEREED CONFERENCE PROCEEDINGS

Determinants of R&D-Marketing Integration and New-Product Success in American and Japanese Chemical Firms (with X. Michael Song and John A. Norton). (Proceedings of the Product Development Management Association’s 1993 Conference, San Diego, CA.)

The Dimensions of Industrial New Product Success and Failure in the People’s Republic of China (with X. Michael Song). (Proceedings of the Product Development and Management Association’s 1992 International Conference, Chicago, IL.)

The Impact of Firm Strategy, Environmental Uncertainty, and Organizational Structure and Climate on R&D-Marketing Integration in Japanese High-Technology Firms (with X. Michael Song). (Proceedings of the Product Development and Management Association’s 1991 International Conference, Boston, MA.)

PUBLISHED CASES

USPS: The “We Deliver” Campaign. *Cases in Advertising and Promotion Management*, 3rd edition (John A. Quelch and Paul W. Farris, editors, 1991) and *Cases in Marketing Management* (Douglas J. Dalrymple, Leonard J. Parsons, and Jean-Pierre Jeannet, editors. New York: John Wiley & Sons, 1992).

Mexican Fine Arts Center Museum. *Cases in Marketing Management* (Douglas J. Dalrymple, Leonard J. Parsons, and Jean-Pierre Jeannet, editors. New York: John Wiley & Sons, 1992).

INVITED PRESENTATIONS

Early Involvement of R&D and Marketing in the New Product Development Process, with John Norton (presented at the June 1991 CAMI Conference, New Orleans, LA).

Learning from the Case Approach: Lessons from the Business School (presented at the March 1991 Annual Meeting of the Association of University Programs in Health Administration, Washington, D.C.).

A Means-End Approach to Marketing Strategy for Pharmaceutical Products (presented at the October 2001 Ortho Biotech Annual Sales Meeting, Naples, Florida).

A Means-End Approach to Marketing Strategy for Chemical Products (presented at the October 2002 AspenWorld Conference, Washington, D.C.).

CONFERENCE PRESENTATIONS

Determinants of R&D-Marketing Integration and New-Product Success in American and Japanese Chemical Firms, with X. Michael Song and John A. Norton (presented in October at the Product Development Management Association's 1993 International Conference, San Diego, CA).

Channel Coordination: The Case of Multiple Retailers with Non-Exclusive Territories, with Charles A. Ingene (presented at the March 1993 TIMS Marketing Conference, St. Louis, MO).

The Dimensions of Industrial New Product Success and Failure in the People's Republic of China, with X. Michael Song (presented at the Product Development and Management Association's 1992 International Conference, Chicago, IL).

A Model of Channel Coordination, with Charles A. Ingene (presented at the March 1991 TIMS Marketing Conference, Wilmington, DE).

Market Share and ROI: The Key Role of the Purchases/Sales Ratio, with Paul W. Farris and Kusum L. Ailawadi (presented at the March 1991 TIMS Marketing Conference, Wilmington, DE).

The Purchase of Insurance by a Risk-Neutral Firm for a Risk-Averse Agent, with Arthur E. Parry (presented at the 1990 American Risk and Insurance Association Conference, Orlando, FL).

CONFERENCE PRESENTATIONS (cont.)

A Model of Multi-Regional Advertising, with Charles A. Ingene (presented at the March 1990 TIMS Marketing Conference, The University of Illinois, Urbana, IL).

A MLE Estimator of the Zero-Order Switching Matrix, with Charles Gengler (presented at the October 1989 ORSA-TIMS Conference, New York, NY).

The Impact of Marketing Expenditures on R&D Expenditures (presented at the July 1989 ORSA-TIMS Conference, Osaka, Japan).

R&D Strategy, Performance, and the R&D-Marketing Interface: An Empirical Investigation in Industrial Markets (presented at the March 1989 TIMS Marketing Conference, Duke University, Durham, NC).

Market Partitions and Latent Structure Analysis: Accounting for Household Purchase Frequency, with Charles Gengler (presented at the March 1988 TIMS Marketing Conference, The University of Washington, Seattle, WA).

SERVICE

Review Board for *Journal of Retailing*, 2001-2006

Ad hoc reviewer, *Journal of Marketing*, 2001-2005

Ad hoc reviewer, *Marketing Science*, 2001-2005

Ad hoc reviewer, *Product Innovation Management*, 2003

Ad hoc reviewer, *Journal of Retailing*, 1992-2001

Ad hoc reviewer, *Management Science*, 1996

Ad hoc reviewer, *Academy of Management Journal*, 1993, 2005

Ad hoc reviewer, *Journal of Product Innovation Management*, 1993

Reviewer for the Product Development Management Association's 1992 Dissertation Proposal Competition

Reviewer for the Marketing Science Institute's 1992 New Product Proposal Competition

CASES AND TECHNICAL NOTES

Mexican Fine Arts Center Museum (UVA-M-0360 and Teaching Note; Field Case)

The Perfect Bike (UVA-M-0362 and Teaching Note; Field Case: Consumer Behavior)

Active Distributors, Inc. (UVA-M-0365)

Active Distributors, Inc. (Teaching Note) (UVA-M-0365TN)

Square D Corporation (UVA-M-0367)

Ciba-Geigy Agricultural Division and the Optical Distortion New Product Forecasting Model (UVA-M-0368)

Southern Coast Petroleum, Inc. (UVA-M-0370)

USPS: The “We Deliver” Campaign (UVA-M-0371)

USPS: The “We Deliver” Campaign (Teaching Note) (UVA-M-0371TN)

Ralston Purina Company (UVA-M-0373)

The Use of Chi-Square Statistics in Marketing Research (UVA-M-0380)

Computing Covariance and Correlation Matrices in LOTUS (UVA-M-0391)

A Brief Introduction to Matrix Algebra (UVA-M-0393)

Factor Analysis (UVA-M-0395) (coauthored with John A. Norton)

Two-Group Discriminant Analysis (UVA-M-0396) (coauthored with John A. Norton)

Multidimensional Scaling (UVA-M-0397)

Conjoint Exercises (UVA-M-0399)

Conjoint Analysis with ACA Software (UVA-M-0400)

Philips Lighting Company: The Earth Light (UVA-M-0401)

Three-Group Discriminant Analysis (UVA-M-0406) (coauthored with John A. Norton)

CASES AND TECHNICAL NOTES (cont.)

Conjoint Analysis in Lotus (UVA-M-0407)

Principal Component Analysis (UVA-M-0394)

Charlottesville Quality Cable: The Standard Service Channel Survey (B) (UVA-M-0415)

Charlottesville Quality Cable: The Standard Service Channel Survey (D) (UVA-M-0404)

Charlottesville Quality Cable: The Standard Service Channel Survey (C) (UVA-M-0408)

Onward Kashiya Corporation (A) (UVA-M-0435) (coauthored with Yoshinobu Sato)

Onward Kashiya Corporation (Teaching Note) (UVA-M-0435TN)

Onward Kashiya Corporation (B) (UVA-M-0436) (coauthored with Yoshinobu Sato)

Shiseido Company (A) (UVA-M-0442) (coauthored with Yoshinobu Sato)

Shiseido Company (Teaching Note) (UVA-M-0442TN)

Shiseido Company (B) (UVA-M-0443) (coauthored with Yoshinobu Sato)

Shiseido Company (C) (UVA-M-0444) (coauthored with Yoshinobu Sato)

Shiseido Company (D) (UVA-M-0445) (coauthored with Yoshinobu Sato)

Procter & Gamble: The Wal-Mart Partnership (A) (UVA-M-0452) (coauthored with Yoshinobu Sato)

Procter & Gamble: The Wal-Mart Partnership (Teaching Note) (UVA-M-0452TN)

Procter & Gamble: The Wal-Mart Partnership (B) (UVA-M-0455) (coauthored with Yoshinobu Sato)

Supplement to Charlottesville Quality Cable (UVA-M-0453)

Glaxo Holdings Ltd. (UVA-M-0454) (coauthored with Yoshinobu Sato)

Glaxo Holdings Ltd. (Teaching Note) (UVA-M-0454TN)

W.K. Kellogg Company (A) (UVA-M-0465)

CASES AND TECHNICAL NOTES (cont.)

W.K. Kellogg Company (Teaching Note) (UVA-M-0465TN)

W.K. Kellogg Company (B) (UVA-M-0472)

CFW Cable and the Shenandoah Valley: The Acquisition of Charlottesville Quality Cable (UVA-M-0467)

CFW Cable and the Shenandoah Valley: The Acquisition of Charlottesville Quality Cable (Teaching Note) (UVA-M-0467TN)

Philip Morris U.S.A. and Marlboro Friday (A) (UVA-M-0468)

Philip Morris U.S.A. and Marlboro Friday (Teaching Note) (UVA-M-0468TN)

Philip Morris U.S.A. and Marlboro Friday (B) (UVA-M-0473)

Honeymoon Destinations (UVA-M-0479)

The Darden School Cafe (Technical Note) (UVA-M-0481)

Charlottesville-Albemarle Legal Aid Society: Attorneys Focus Group (UVA-M-0484)

Charlottesville-Albemarle Legal Aid Society: Community Representatives Focus Group (UVA-M-0486)

Sprint: The Residential Long-Distance Market (UVA-M-0490)

Sprint: The Residential Long-Distance Market (Teaching Note) (UVA-M-0490TN)

Suntory Distillers (A) (UVA-M-0499)

Suntory Distillers (Teaching Note) (UVA-M-0499TN)

Suntory Distillers (B) (UVA-M-0500)

Warner Wellcome: The Zantac 75 Launch (UVA-M-0502)

Warner Wellcome: The Zantac 75 Launch (Teaching Note) (UVA-M-0502TN)

McDonald's: The Arch Deluxe (UVA-M-0503)

CASES AND TECHNICAL NOTES (cont.)

McDonald's: The Arch Deluxe (Teaching Note) (UVA-M-0503TN)

Toys 'R Us (A) (UVA-M-0513)

Toys 'R Us (B) (UVA-M-0514)

Nintendo Company Limited: The Launch of Nintendo 64 (UVA-M-0519)

Monsanto: The Launch of Roundup Ready Soybeans (UVA-M-0515)

America Online (UVA-M-0520)

Compaq Computer Corporation: Much Ado About Dell (UVA-M-0523)

Kenny Rogers' Roasters: An Entrepreneurial Decision (UVA-M-0524)

Educational Systems, Inc. (UVA-M-0525)

Amazon.com (UVA-M-0526)

The Helene Curtis Portfolio (UVA-M-0529)

HDS Network Systems (A) (UVA-M-0533)

HDS Network Systems (B) (UVA-M-0534)

HDS Network Systems (C) (UVA-M-0535)

Monsanto: Pricing Roundup Ready Soybeans (UVA-M-0540)

Monsanto: Pricing Roundup Ready Soybeans (Teaching Note) (UVA-M-0540TN)

AOL: The 20 Hours for \$20 Pricing Plan (A) (UVA-M-0547)

AOL: The 20 Hours for \$20 Pricing Plan (B) (UVA-M-0548)

AMAZON.COM: The Nexus of Book Retailing & The Internet (A) (UVA-M-0549)

AMAZON.COM: The Nexus of Book Retailing & The Internet (Teaching Note)
(UVA-M-0549TN)

CASES AND TECHNICAL NOTES (cont.)

AMAZON.COM: The Nexus of Book Retailing & The Internet (B) (UVA-M-0550)

Adios Junk Mail (UVA-M-0553)

Adios Junk Mail (Teaching Note) (UVA-M-0553TN)

The Aleve Launch (A) (UVA-M-0554)

The Aleve Launch (B) (UVA-M-0556)

Jack Trout & Al Ries on Positioning (Technical Note) (UVA-M-0557)

Targeting (Technical Note) (UVA-M-0563)

Colonial Auto Center (UVA-M-0565)

Fundamentals of Pricing (Technical Note) (UVA-M-0566)

Measuring Consumer Price Sensitivity (Technical Note) (UVA-M-0567)

Pricing Strategy (Technical Note) (UVA-M-0568)

Marketing Channels: Functions and Support (Technical Note) (UVA-M-0569)

Designing Marketing Channels (Technical Note) (UVA-M-0570)

Computer Conjoint Analysis (Technical Note) (UVA-M-0572)

A Cluster Analysis of the Shenandoah Valley (Technical Note) (UVA-M-0574)

McDonald's: Extending the Arch Deluxe Brand (UVA-M-0575)

Cott versus Coke (UVA-M-0585)

Cott versus Coke (Teaching Note) (UVA-M-0585TN)

Ohio Art (Betty Spaghetty) (UVA-M-0587)

The Relaunch of the Chevrolet Corvette (UVA-M-0588)

Media Selection (Technical Note) (UVA-M-0589)

CASES AND TECHNICAL NOTES (cont.)

Communication Expenditures (Technical Note) (UVA-M-0591)

The Carlisle Collection (UVA-M-0598)

Jeff Bezos and Amazon.com (UVA-M-0603)

Jeff Bezos and Amazon.com (Teaching Note) (UVA-M-0603TN)

Eckhard Pfeiffer and Compaq (Condensed) (UVA-M-0605)

Eckhard Pfeiffer and Compaq (Condensed) (Teaching Note) (UVA-M-0605TN)

Robert Shapiro, Sustainability, and Genetically-Modified Food (UVA-M-0607)

Robert Shapiro, Sustainability, and Genetically-Modified Food (Teaching Note)
(UVA-M-0607TN)

Trading Places? (eBay) (UVA-M-0611)

Simon Murdoch and Amazon.co.uk (UVA-M-0612)

The Marketing Plan: An Overview (Technical Note) (UVA-M-0613)

An Introduction to Conjoint Analysis (UVA-M-0614)

Robert Shapiro, Sustainability, and Genetically-Modified Food (B) (UVA-M-0615)

MCI: The Friends and Family Program (UVA-M-0618)

MCI: The Friends and Family Program (Teaching Note) (UVA-M-0618TN)

The Launch of Roundup Ready Soybeans (A) (UVA-M-0619)

The Launch of Roundup Ready Soybeans (Teaching Note) (UVA-M-0619)

The Launch of Roundup Ready Soybeans (B) (UVA-M-0627)

Ohio Art and the Internet (UVA-M-0621)

Cyberian Outpost (UVA-M-0624)

CASES AND TECHNICAL NOTES (cont.)

Cyberian Outpost (Teaching Note) (UVA-M-0624TN)

Discover Brokerage (UVA-M-0628)

Discover Brokerage (Teaching Note) (UVA-M-0628TN)

Pets.com and the 'Sockpuppet Spokesdog' (UVA-M-0629)

Pets.com and the 'Sockpuppet Spokesdog' (Teaching Note) (UVA-M-0629)

Carrier Corporation: What's in a Name? (UVA-M-0634)

Carrier Corporation: The Future of R410A (UVA-M-0636)

Carrier Corporation: The Future of R410A (Teaching Note) (UVA-M-0636TN)

Crest: The Innovation Challenge (UVA-M-0641)

Crest: The Innovation Challenge (Teaching Note) (UVA-M-0641TN)

Pampers: The Disposable Diaper War (UVA-M-0643)

Shaw Carpets (UVA-M-0644)

Customer Focus at Amazon.com (UVA-M-0658)

Cialis (UVA-M-0685)

An Introduction to Conjoint Analysis (Technical Note) (UVA-M-0686)

McDonald's: The Hamburger Price Wars (UVA-M-0687)

McDonald's: The Hamburger Price Wars (Teaching Note) (UVA-M-0687TN)

Pampers: The Launch of Pampers Rash Guard (A) (UVA-M-0688)

Pampers: The Launch of Pampers Rash Guard (Teaching Note) (UVA-M-0688TN)

Sweet Concepts Inc.: Butterfields Candy (UVA-M-0702)

EMC (UVA-M-0703)

CASES AND TECHNICAL NOTES (cont.)

EMC (Teaching Note) (UVA-M-0703TN)

The Launch of Bacardi Silver (UVA-M-0704)

Altoids (UVA-M-0705)

Power Integrations, Inc. (UVA-M-0706)

Sweet Concepts Inc.: Trade Show Marketing (UVA-M-0707)

Philip Morris U.S.A.: The 2003 Wholesale Price Promotion (UVA-M-0709)

Philip Morris U.S.A.: The 2003 Wholesale Price Promotion (Teaching Note) (UVA-M-0709TN)