

VITA

JUNE 2016

MORRIS B. HOLBROOK

ADDRESSES

Current Contact:

Apartment 5H
140 Riverside Drive
New York, NY 10024

212-873-7324 (preferred)
212-799-2389 (back-up)
mbh3@columbia.edu
www.morriscat.com

Emeritus:

Graduate School of Business
Columbia University
New York, NY 10027

212-854-3401

PERSONAL

Birth Date: November 7, 1943
Birth Place: Milwaukee, Wisconsin
Height and Weight: 5'10"; 145 lb.
Family: Married (Sarah M. Holbrook), August 14, 1965
One Son (Christopher M. Holbrook), born March 16, 1969

EDUCATION

Ph.D. in Marketing, Columbia University, 1975
M.B.A. in Marketing, Columbia University, 1967
B.A. in English, Harvard College, 1965

DISSERTATION

“A Study of Communication in Advertising,” Columbia University, January, 1975. Copies available from University Microfilms, Ann Arbor, Michigan. Sponsor: John A. Howard.

HONORS, AWARDS, AND DISTINCTIONS

Phi Beta Kappa (Harvard College)
 Magna Cum Laude (Harvard College)
 Detur Award (Harvard College, Freshman Class)
 Honorary Scholarships (Harvard College)

Beta Gamma Sigma (Columbia University, Graduate School of Business, M.B.A. Program)
 The Beta Gamma Sigma Award (Columbia University, Graduate School of Business, for highest academic rank in graduating MBA class)

Beta Gamma Sigma (Columbia University, Graduate School of Business, Ph.D. Program)
 Ford Fellowship (Columbia University, Graduate School of Business, Ph.D. Program)
 Fellow, American Marketing Association Doctoral Consortium (1973)

NAFA Grant (National Association of Fleet Administrators, with Michael J. Ryan, 1976-1977)
 W. R. Grace Research Fellowship (with Michael J. Ryan, 1977-1978)
 Colgate-Palmolive Research Fellowship (1978-1979)

Visiting Scholar (University of Illinois, School of Communication, November 1987)
 Visiting Scholar (University of British Columbia, July 1989)
 Visiting Scholar (Edith Cowan University, March 1996)

Most-frequently-published author in *Journal of Consumer Research* for 1974-1988 (R. Yalch, *ACR Newsletter*, September 1988)

Most-frequently-published author in *Journal of Consumer Research* during the 1980s (R. Yalch, *ACR Newsletter*, March 1990)

One of ten most active reviewers in marketing from 1985-1988 (M. T. Curren and K. R. Harich, *ACR Newsletter*, December 1990)

Most-frequently-cited author published in *JMR*, *JM*, and *JCR* from 1980-1988 (Joseph A. Cote, S. M. Leong, and Jane Cote)

Listed by Shannon Shipp (Texas Christian University) as the most-frequently-published marketing scholar in the field from 1982 through 1991 (25 publications in *JCR*, *JM*, *JMR*, and *MS* versus 17 for the next highest)

Three papers listed in *High Impact Papers in Economics* (100 most-cited papers of each year from 1981 through 1994)

Listed as most-frequently-published author in *JCR*, *JM*, and *JMR*, 1977-1996 (34 publications versus 27 for the next highest)

Listed by Deborah F. Spake and Susan K. Harmon (University of Alabama) as tied with two others for the most-frequently-published marketing scholar in the field from 1987 through 1996 (14 publications in *JCR*, *JM*, *JMR*, and *MS*)

Listed by Monika Kukar, Srini Sridharan, and Yeosun Yoon (Indiana University) as the second-most-frequently-cited person in *JMR*, *JM*, *JCR*, and *MS* from 1992 through 1996 (163 citations versus 191 for the leader)

Ranked at the 100% percentile among 1,611 authors in a count by Haipeng (Allan) Chen (2000) of publications in *JCR*, *JM*, and *JMR* over the fifteen years from 1985 through 1999

Listed by ISI among the 245 most-frequently-cited researchers in Economics/Business – June 2003 (for further details, please see isihighlycited.com)

Listed by West, Ford, Magnini, LaTour, and Polonsky (2008) as the most-frequently-published author in four top marketing journals combined (*Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*) over the 25-year period 1977-2002 with 35 publications (compared with 31 for the second-highest author) and with 23 publications in the *Journal of Consumer Research* alone (compared with 15 for the second-highest author)

Elected *Fellow* of the Association for Consumer Research in 1993; received *Fellows Award* in October 1994

Steffey Best-Presentation Award for Holbrook and Gardner (1998), presented by M. P. Gardner at the Riverside Conference on the Role of Affect in Marketing

Faculty Representative, Haring Symposium, Indiana University, April 1997

Keynote Address, “Marketing ... Without ... Borders,” 31st Annual Conference, Academy of Marketing, Manchester, UK, July 1997

Living Legend of Marketing Award (*Le Prix Omer-DeSerres Légende Vivante du Marketing*), École des HEC de Montreal, April 2000

Shultz and Holbrook (1999) chosen to receive the Kinnear Best-Paper Award for Most Significant Contribution to the *Journal of Public Policy & Marketing* (among 85 articles published in the three-year period, 1997-1999) (award presented on June 1, 2001, Washington, D.C.)

The 2002 Distinguished Scholar Award from the Society for Marketing Advances – “For Substantive and Sustained Scholarly Contributions to Marketing Thought and Practice” (November 2002)

The Fourth Annual Carol and Bruce Mallen Prize for Published Scholarly Contributions to Motion Picture Industry Studies – recognizing “distinguished ... scholarly contribution to the field of motion picture industry studies” in general and “outstanding contributions to the understanding of consumer behavior in motion picture selection” in particular (November 2002)

Honorary Fellow, National Advisory Board, The Carl DeSantis Business and Economics Center For the Study and Development of the Motion Picture and Entertainment Industry (November 2002)

Guest speaker in the Wroe Alderson Distinguished Lecturer Series at the Wharton School, May 2003

Faculty Fellow at Doctoral Consortium, American Marketing Association / Sheth Foundation – 1984, 1987, 1990, 1995, 1998, 2001, 2002, 2003, and 2004

In honor of my co-author Robert Schindler – celebrating one of our joint papers on nostalgia (Holbrook & Schindler 2003) – the Bright Idea Award in Marketing (Stillman School, Seton Hall, October 15, 2004)

Listed by David Mick – outgoing President of the Association for Consumer Research and former Editor of the *Journal of Consumer Research* – as one of the nine “best writers” in the field (*ACR Newsletter*, Summer 2005)

Appointed as Senior Fellow at the DeSantis Center for Motion Picture Industry Studies (Director Bruce Mallen, Florida Atlantic University, November 10, 2005)

Chaudhuri and Holbrook (2001) listed by the Website for the *Journal of Marketing* (1/13/06) as the fourth-most-cited *JM* article published from 2000 to 2005

Chaudhuri and Holbrook (2001) listed by the Website for the *Journal of Marketing* (1/14/07) as the fifth-most-cited *JM* article published from 2000 to 2006

Holbrook and Addis (2008) selected as winner of the 2010 Werner Pommerehne Prize for “best paper to appear in the *Journal of Cultural Economics (JCE)* over the two years 2008 and 2009”

EMPLOYMENT EXPERIENCE

William T. Dillard Professor Emeritus of Marketing, Graduate School of Business, Columbia University, July 2009 to present.

William T. Dillard Professor of Marketing, Graduate School of Business, Columbia University, July 1990 to July 2009. Teaching courses in marketing strategy, commercial communication, consumer behavior, and research methods.

Professor (see above), July 1986 to July 1990.

Associate Professor (see above), July 1979 to July 1986.

Assistant Professor (see above), January 1975 to July 1979.

Instructor, Graduate School of Business, Columbia University, 1969. Taught three sections of a course in sales management.

Instructor, School of General Studies, Columbia University, 1968 to 1969. Taught a class in

basic management and a seminar in business policy.

Research Assistant, Graduate School of Business, Columbia University. Worked on selling-process content analysis (Summer, 1969), analysis of convenience-food panel-study data (Summer, 1967), preparation of case materials (Summer, 1966), and related projects.

EDITORIAL AND REVIEWING ACTIVITIES

Editorial Board and/or Reviewer for: Journal of Business Research, Journal of Consumer Research, Journal of Marketing Education, Journal of International Business Studies, Journal of the Academy of Marketing Science, Columbia Journal of World Business, Empirical Studies of the Arts, Journal of Jazz Studies, Journal of Retailing, Journal of Current Issues & Research in Advertising, Psychology & Marketing, Journal of Marketing Research, Journal of Marketing, Perceptual and Motor Skills, Psychological Reports, Research in Consumer Behavior, Marketing Science, Research in Advertising, Interfaces, International Journal of Mathematical Social Sciences, International Journal of Forecasting, International Journal of Research in Marketing, Journal of Macromarketing, Journal of Cultural Economics, Marketing Letters, Journal of Applied Social Psychology, Journal of Consumer Psychology, Journal of Applied Psychology, Sage Publications, Omega (The International Journal of Management Science), Blackwell Publishers, Journal of Retailing and Consumer Services, FCAR (a Canadian Institute for Research Funding), Routledge, Academy of Marketing Science, Marketing Science Institute, American Marketing Association, Association for Consumer Research, American Psychological Association - Division 23, JCR - Ferber Award, AMA Doctoral Dissertation Competition, Association of Macromarketing, International Journal of Advertising, Journal of Consumer and Market Research, Academy of Marketing (UK), European Conference – Association for Consumer Research, Journal of Advertising, Journal of Consumer Affairs, Cognition and Emotion, Academy of Marketing Science Review, Consumption, Markets & Culture, Journal of Consumer Behaviour, International Journal of Arts Management, Marketing Theory, Journal of Contemporary Ethnography, Journal of Computer-Mediated Communication, International Journal of Advertising, Journal of Public Policy & Marketing, Review of Marketing Research, Sage (London); American Sociological Review; International Journal of Advanced Media and Communication; American Journal of Psychology; Social Behavior and Personality; European Journal of Marketing; Advanced Marketing Series – Sage Publications; Handbook of Marketing Theory; Journal of Advertising Research; Arts and the Market; International Journal of Service Industry Management

Section Editor for *Empirical Studies of the Arts* (Applied Aesthetics)

Edited special issue of *Journal of Retailing* (Spring 1982)

Co-Chairperson for Annual Conference, Association for Consumer Research (1984)

Track Chairman, Public Policy, Summer Educators' Conference, American Marketing Association (1984)

Program Committee, Annual Conference, Association for Consumer Research (1984, 1998, 2000, etc.)

Track Chairman, Consumer Behavior, Winter Conference, American Marketing Association (1987)

New Books Board, *Journal of Macromarketing*

Co-Editor (with Arch Woodside) (2008), *Journal of Business Research*, 61 (5, May), *Special Issue: Animal Companions, Consumption Experiences, and the Marketing of Pets*

Co-Editor (with Clifford J. Shultz II and Donald R. Lehmann) (2009), *Journal of Macromarketing*, 29 (3, September), *Special Issue: Metric and Interpretive Explorations of Macromarketing*

SERVICE, COMMITTEE, AND COMMUNITY ACTIVITIES

Faculty Secretary, Graduate School of Business, Columbia University (1977-1979)

Vestry, All Angels Church, 80th Street at West End Avenue (1980-1982)

Admissions Policy Committee, Columbia University Graduate School of Business [CUGSB] (1979-1984; 1990-1997)

PELE Committee [Post-Entry Level Education], CUGSB (1983)

Faculty Search Committees (Marketing), CUGSB

Ad Hoc Tenure Committees, CUGSB: Chairperson (1982), Member (1983), Member (1985), Member (1986), Chairman (1987), Member (1989/90), Member (1990), Chairman (1991), Member (1991), Member (1991), Member (1992), Chairperson (1992), Chairperson (1994), Member (1995), Member (1996), Chairperson (1997), Member (1997), Chairperson (1998), Spokesperson (1998), Spokesperson (1999), Chairperson (2000)

Promotions and Tenure Committee, CUGSB (1990-2001)

Subcommittee on Research Centers, under Strategic Planning Committee, with B. Yavitz, CUGSB (1990-1991)

University Tenure Committees, Columbia University: Member (1986), Member (1988), Member (1993); Member (2009)

Consumer-Products Steering Group, Marketing Science Institute (1983 to 2000)

Division Coordinator, Marketing Group, CUGSB (1984-1986)

Member, Task Force on Marketing Thought, American Marketing Association, chaired by Kent Monroe (1984-1988)

Co-Chairman, Doctoral Consortium, American Marketing Association (1987)

Visiting Scholar (University of Illinois, School of Communication, November 1987)

President, Association for Consumer Research (1989); President-Elect (1988); Past-President (1990)

Visiting Scholar, University of British Columbia (July 1989)

Member of Committee on “Information, Communication, and the Media” Concentration (Eli Noam, Chair)

Advisory Board / Administrative Committee, Research Center For Arts and Culture, School of the Arts, Columbia University (1993 - 2011)

Student/Faculty Academic Affairs Committee or SFAAC (1994 - 1997)

Search Committee for Faculty Position in Communication, Entertainment, and the Media (1997-2002)

Curriculum Committee on Corporate Governance and Ethics (chaired by Steve Zeldes) – Fall 2002

Advisor in QMSS Program (Quantitative Methods in the Social Sciences Program)

Evaluation Committee: Prof. Jonathan Levav (with Eric Johnson, Chair, 2008-2009; with Ran Kivetz, Chair, 2007-2008; with Eric Johnson, Chair, 2005-2006; with Gita Johar, Chair, 2003-2004)

Evaluation Committee: Prof. Oded Netzer (with Asim Ansari, Chair, 2007-2008, 2006-2007)

Evaluation Committee: Prof. Leonard Lee (with Michel Pham, Chair, 2008-2009)

Chair of Committee for Promotion Case of Prof. Hitendra Wadhwa (with Rajeev Kohli and Kamel Jedidi) (2006-2007)

ARTICLES

Noel Capon, Morris B. Holbrook, and James Hulbert (1972), "Industrial Purchasing Behavior: A Reappraisal," *Journal of Business Administration*, 4 (Fall), 69-77.

Noel Capon, Morris B. Holbrook, and James Hulbert (1972), "Industrial Purchasing Behavior: Some Final Comments," *Journal of Business Administration*, 4 (Fall), 83.

Morris B. Holbrook (1973), "Note on Validity of a Mechanical Measure of Interletter Similarity," *Perceptual and Motor Skills*, 36 (1, February), 298.

Morris B. Holbrook (1973-1975), Record Reviews, *Different Drummer*, 1 (2) – 1 (15).

Morris B. Holbrook (1975), "A Comparison of Methods for Measuring the Interletter Similarity Between Capital Letters," *Perception & Psychophysics*, 17 (6, November), 532-536.

Morris B. Holbrook (1976), "Two Ways to Evaluate an Advertising Campaign," *Journal of Advertising Research*, 16 (4, August), 45-48.

Morris B. Holbrook (1977), "Comparing Multiattribute Attitude Models by Optimal Scaling," *Journal of Consumer Research*, 4 (3, December), 165-171.

Morris B. Holbrook (1977), "More on Content Analysis in Consumer Research," *Journal of Consumer Research*, 4 (3, December), 176-177.

Morris B. Holbrook (1978), "Beyond Attitude Structure: Toward the Informational Determinants of Attitude," *Journal of Marketing Research*, 15 (4, November), 545-556.

Morris B. Holbrook (1978), "Effect of Subjective Interletter Similarity, Perceived Work Similarity, and Contextual Variables on the Recognition of Letter Substitutions in a Proofreading Task," *Perceptual and Motor Skills*, 47 (1, August), 251-258.

Morris B. Holbrook (1978), "Effect of Subjective Verbal Uncertainty on Perception of Typographical Errors in a Proofreading Task," *Perceptual and Motor Skills*, 47 (1, August), 243-250.

Morris B. Holbrook and Neville C. Hughes (1978), "Product Images: How Structured Rating Scales Facilitate Using a Projective Technique in Hypothesis Testing," *Journal of Psychology*, 100 (2), 323-328.

- Morris B. Holbrook and Rebecca S. Williams (1978), "A Test of the Correspondence Between Perceptual Spaces Based on Pairwise Similarity Judgments Collected With and Without the Inclusion of Explicit Ideal Objects," *Journal of Applied Psychology*, 63 (3, June), 373-376.
- Morris B. Holbrook (1979), "The Role of Subjective Probability in Mediating the Relationship Between Word Frequency and Error Recognition," *Perceptual and Motor Skills*, 48 (2, April), 617-618.
- Morris B. Holbrook and Joel Huber (1979), "Separating Perceptual Dimensions from Affective Overtones," *Journal of Consumer Research*, 5 (4, March), 272-283.
- Morris B. Holbrook and Joel Huber (1979), "The Spatial Representation of Responses Toward Jazz: Applications of Consumer Esthetics to Mapping the Market for Music," *Journal of Jazz Studies*, 5 (Spring/Summer), 3-22.
- Joel Huber and Morris B. Holbrook (1979), "Using Attribute Ratings for Product Positioning: Some Distinctions Among Compositional Approaches," *Journal of Marketing Research*, 16 (4, November), 507-516.
- Morris B. Holbrook (1980), "Representing Patterns of Association Among Leisure Activities: A Comparison of Two Techniques," *Journal of Leisure Research*, 12 (3, Summer), 242-256.
- Morris B. Holbrook and Donald R. Lehmann (1980), "Form Versus Content in Predicting Starch Scores," *Journal of Advertising Research*, 20 (4, August), 53-62.
- Morris B. Holbrook (1981), "Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments," *Journal of Marketing Research*, 18 (1, February), 13-28.
- Morris B. Holbrook and Stephen A. Bertges (1981), "Perceptual Veridicality in Esthetic Communication: A Model, General Procedure, and Illustration," *Communication Research*, 8 (4, October), 387-424.
- Morris B. Holbrook and Donald R. Lehmann (1981), "Allocation of Discretionary Time: Assessing Complementarity Among Activities," *Journal of Consumer Research*, 7 (4, March), 395-406.
- Morris B. Holbrook and William L. Moore (1981), "Feature Interactions in Consumer Judgments of Verbal Versus Pictorial Presentations," *Journal of Consumer Research*, 8 (1, June), 103-113.
- Elizabeth C. Hirschman and Morris B. Holbrook (1982), "Hedonic Consumption: Emerging

- Concepts, Methods, and Propositions,” *Journal of Marketing*, 46 (3, Summer), 92-101.
- Morris B. Holbrook (1982), “From the Editor” (Guest Editorial), *Journal of Retailing*, 58 (1, Spring), 3-4.
- Morris B. Holbrook (1982), “Mapping the Market for Esthetic Products: The Case of Jazz Records,” *Journal of Retailing*, 58 (1, Spring), 114-129.
- Morris B. Holbrook and Elizabeth C. Hirschman (1982), “The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun,” *Journal of Consumer Research*, 9 (2, September), 132-140.
- Morris B. Holbrook and William L. Moore (1982), “Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures,” *Journal of Marketing Research*, 19 (1, February), 87-98.
- Morris B. Holbrook, William L. Moore, and Russell S. Winer (1982), “Constructing Joint Spaces from Pick-Any Data: A New Tool for Consumer Analysis,” *Journal of Consumer Research*, 9 (1, June), 99-105.
- Morris B. Holbrook and Michael J. Ryan (1982), “Modeling Decision-Specific Stress: Some Methodological Considerations,” *Administrative Science Quarterly*, 27 (2, June), 243-258.
- Joel Huber and Morris B. Holbrook (1982), “Estimating Temporal Trends in Consumer Preferences Measured by Graded Paired Comparisons,” *Journal of Business Research*, 10 (4, December), 459-473.
- Joel Huber, Morris B. Holbrook, and Susan Schiffman (1982), “Situational Psychophysics and the Vending-Machine Problem,” *Journal of Retailing*, 58 (1, Spring), 82-94.
- William L. Moore and Morris B. Holbrook (1982), “On the Predictive Validity of Joint-Space Models in Consumer Evaluations of New Concepts,” *Journal of Consumer Research*, 9 (2, September), 206-210.
- Michael J. Ryan and Morris B. Holbrook (1982), “Decision-Specific Conflict in Organizational Buying Behavior,” *Journal of Marketing*, 46 (3, Summer), 62-68.
- Michael J. Ryan and Morris B. Holbrook (1982), “Importance, Elicitation Order, and Expectancy X Value,” *Journal of Business Research*, 10 (3, September), 309-317.
- Morris B. Holbrook (1983), “On the Importance of Using Real Products in Research on Merchandising Strategy,” *Journal of Retailing*, 59 (1, Spring), 4-20.

- Morris B. Holbrook (1983), "Using a Structural Model of Halo Effect to Assess Perceptual Distortion," *Journal of Consumer Research*, 10 (2, September), 247-252.
- Morris B. Holbrook and Joel Huber (1983), "Detecting the Differences in Jazz: A Comparison of Methods for Assessing Perceptual Veridicality in Applied Aesthetics," *Empirical Studies of the Arts*, 1 (1), 35-53.
- Morris B. Holbrook (1984), "Situation-Specific Ideal Points and Usage of Multiple Dissimilar Brands," *Research in Marketing*, 7, 93-131.
- Morris B. Holbrook, Robert W. Chestnut, Terence A. Oliva, and Eric A. Greenleaf (1984), "Play as a Consumption Experience: The Roles of Emotions, Performance, and Personality in the Enjoyment of Games," *Journal of Consumer Research*, 11 (2, September), 728-739.
- Morris B. Holbrook and Douglas V. Holloway (1984), "Marketing Strategy and the Structure of Aggregate, Segment-Specific, and Differential Preferences," *Journal of Marketing*, 48 (1, Winter), 62-67.
- Morris B. Holbrook and John O'Shaughnessy (1984), "The Role of Emotion in Advertising," *Psychology & Marketing*, 1 (2, Summer), 45-64.
- Morris B. Holbrook, William L. Moore, Gary N. Dodgen, and William J. Havlena (1985), "Nonisomorphism, Shadow Features, and Imputed Preferences," *Marketing Science*, 4 (3, Summer), 215-233.
- Morris B. Holbrook and Robert B. Zirlin (1985), "Artistic Creation, Artworks, and Aesthetic Appreciation: Some Philosophical Contributions to Nonprofit Marketing," *Advances in Nonprofit Marketing*, 1, 1-54.
- William J. Havlena and Morris B. Holbrook (1986), "The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior," *Journal of Consumer Research*, 13 (3, December), 394-404.
- Morris B. Holbrook (1986), "Aims, Concepts, and Methods For the Representation of Individual Differences in Esthetic Responses to Design Features," *Journal of Consumer Research*, 13 (3, December), 337-347.
- Morris B. Holbrook (1986), "A Note on Sadomasochism in the Review Process: I Hate When That Happens," *Journal of Marketing*, 50 (3, July), 104-108.
- Morris B. Holbrook and Mark W. Grayson (1986), "The Semiology of Cinematic Consumption: Symbolic Consumer Behavior in *Out of Africa*," *Journal of Consumer Research*, 13 (3, December), 374-381.

- Morris B. Holbrook, Eric A. Greenleaf, and Robert M. Schindler (1986), "A Dynamic Spatial Analysis of Changes in Aesthetic Responses," *Empirical Studies of the Arts*, 4 (1), 47-61.
- Morris B. Holbrook, Donald R. Lehmann, and John O'Shaughnessy (1986), "Using Versus Choosing: The Relationship of the Consumption Experience to Reasons for Purchasing," *European Journal of Marketing*, 20 (8), 49-62.
- Joel Huber, Morris B. Holbrook, and Barbara Kahn (1986), "Effects of Competitive Context and of Additional Information on Price Sensitivity," *Journal of Marketing Research*, 23 (3, August), 250-260.
- Wayne S. DeSarbo, Donald R. Lehmann, Morris B. Holbrook, William J. Havlena, and Sunil Gupta (1987), "A Stochastic Three-Way Unfolding Model For Asymmetric Binary Data," *Applied Psychological Measurement*, 11 (4, December), 397-418.
- Morris B. Holbrook (1987), "Mirror, Mirror, On the Wall, What's Unfair in the Reflections on Advertising?" *Journal of Marketing*, 51 (3, July), 95-103.
- Morris B. Holbrook (1987), "What *Is* Consumer Research?" *Journal of Consumer Research*, 14 (1, June), 128-132.
- Morris B. Holbrook and Rajeev Batra (1987), "Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising," *Journal of Consumer Research*, 14 (3, December), 404-420.
- AMA Task Force on the Development of Marketing Thought (1988), "Developing, Disseminating, and Utilizing Marketing Knowledge," *Journal of Marketing*, 52 (4, October), 1-25.
- Punam Anand, Morris B. Holbrook, and Debra Stephens (1988), "The Formation of Affective Judgments: The Cognitive-Affective Model Versus the Independence Hypothesis," *Journal of Consumer Research*, 15 (3, December), 386-391.
- John C. Dodds and Morris B. Holbrook (1988), "What's An Oscar Worth? An Empirical Estimation of the Effects of Nominations and Awards on Movie Distribution and Income," in *Current Research in Film: Audiences, Economics, and Law*, Vol. 4, ed. Bruce A. Austin, Norwood, NJ: Ablex Publishing, 72-88.
- Morris B. Holbrook (1988), "Consumption Symbolism and Meaning in Works of Art: A Paradigmatic Case," *European Journal of Marketing*, 22 (7), 19-36.
- Morris B. Holbrook (1988), "An Interpretation: *Gremlins* as Metaphors for Materialism," *Journal of Macromarketing*, 8 (1, Spring), 54-59.

- Morris B. Holbrook (1988), "The Psychoanalytic Interpretation of Consumer Behavior: *I Am an Animal*," *Research in Consumer Behavior*, 3, 149-178.
- Morris B. Holbrook and William J. Havlena (1988), "Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs," *Journal of Marketing Research*, 25 (1, February), 25-35.
- Morris B. Holbrook and John O'Shaughnessy (1988), "On the Scientific Status of Consumer Research and the Need for an Interpretive Approach to Studying Consumption Behavior," *Journal of Consumer Research*, 15 (3, December), 398-402.
- John O'Shaughnessy and Morris B. Holbrook (1988), "Understanding Consumer Behavior: The Linguistic Turn in Marketing Research," *Journal of the Market Research Society*, 30 (2, April), 197-223.
- Nicholas O'Shaughnessy and Morris B. Holbrook (1988), "What Can U.S. Business Learn From Political Marketing?" *Journal of Applied Business Research*, 4 (3, Summer), 98-109.
- William J. Havlena, Morris B. Holbrook, and Donald R. Lehmann (1989), "Assessing the Validity of Emotional Typologies," *Psychology & Marketing*, 6 (2, Summer), 97-112.
- Morris B. Holbrook and Robert M. Schindler (1989), "Some Exploratory Findings on the Development of Musical Tastes," *Journal of Consumer Research*, 16 (1, June), 119-124.
- Robert M. Schindler, Morris B. Holbrook, and Eric A. Greenleaf (1989), "Using Connoisseurs to Predict Mass Tastes," *Marketing Letters*, 1 (1, December), 47-54.
- Punam Anand and Morris B. Holbrook (1990), "The Convergent Validity of Dichotic Listening and Hemispheric Priming as Methods for Studying Lateralized Differences in Affective Responses," *Marketing Letters*, 1 (3, November), 199-208.
- Punam Anand and Morris B. Holbrook (1990), "Reinterpretation of Mere Exposure or Exposure of Mere Reinterpretation?" *Journal of Consumer Research*, 17 (2, September), 242-244.
- Rajeev Batra and Morris B. Holbrook (1990), "Developing a Typology of Affective Responses to Advertising," *Psychology & Marketing*, 7 (1, Spring), 11-25.
- Morris B. Holbrook and Punam Anand (1990), "Effects of Tempo and Situational Arousal on the Listener's Perceptual and Affective Responses to Music," *Psychology of Music*, 18 (2, October), 150-162.
- Morris B. Holbrook, John O'Shaughnessy, and Stephen Bell (1990), "Actions and Reactions in the Consumption Experience: The Complementary Roles of Reasons and Emotions in Consumer Behavior," *Research in Consumer Behavior*, 4, 131-163.

Morris B. Holbrook, Michael R. Solomon, and Stephen Bell (1990), "A Reexamination of Self-Monitoring and Judgments of Furniture Designs," *Home Economics Research Journal*, 19 (1, September), 6-16.

William L. Moore and Morris B. Holbrook (1990), "Conjoint Analysis of Objects with Environmentally Correlated Attributes: The Questionable Importance of Representative Design," *Journal of Consumer Research*, 16 (4, March), 490-497.

Stephen Bell, Morris B. Holbrook, and Michael R. Solomon (1991), "Combining Esthetic and Social Value to Explain Preferences for Product Styles with the Incorporation of Personality and Ensemble Effects," *Journal of Social Behavior and Personality*, 6 (6), 243-274.

Morris B. Holbrook (1991), "Romanticism and Sentimentality in Consumer Behavior: A Literary Approach to the Joys and Sorrows of Consumption," *Research in Consumer Behavior*, 5, 105-180.

Thomas J. Olney, Morris B. Holbrook, and Rajeev Batra (1991), "Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time," *Journal of Consumer Research*, 17 (4, March), 440-453.

Morris B. Holbrook (1992), "Book Review – *Handbook of Consumer Behavior*," *Journal of Marketing*, 56 (2, April), 128-132.

Morris B. Holbrook (1992), "Product Quality, Attributes, and Brand Name as Determinants of Price: The Case of Consumer Electronics," *Marketing Letters*, 3 (1, January), 71-83.

Morris B. Holbrook and Punam Anand (1992), "The Effects of Situation, Sequence, and Features on Perceptual and Affective Responses to Product Designs: The Case of Aesthetic Consumption," *Empirical Studies of the Arts*, 10 (1), 19-31.

Donna L. Hoffman and Morris B. Holbrook (1993), "The Intellectual Structure of Consumer Research: A Bibliometric Study of Author Co-Citations in the First 15 Years of the *Journal of Consumer Research*," *Journal of Consumer Research*, 19 (4, March), 505-517.

Morris B. Holbrook (1993), "Book Review – *On Marketing and Semiotics: What's Cooking in Denmark?*" *Semiotica*, 97 (1/2), 119-146.

Morris B. Holbrook (1993), "Book Review – *Postmodernism & Social Theory*," *Journal of Macromarketing*, 13 (2, October), 69-75.

Morris B. Holbrook (1993), "Gratitudes and Latitudes in M.B.A. Attitudes: Customer

- Orientation and the *Business Week* Poll,” *Marketing Letters*, 4 (3, July), 267-278.
- Morris B. Holbrook (1993), “Nostalgia and Consumption Preferences: Some Emerging Patterns of Consumer Tastes,” *Journal of Consumer Research*, 20 (2, September), 245-256.
- Morris B. Holbrook (1993), “Rereading the Encyclopedias of Jazz: Analyses of Data on the Tastes of Readers, Critics, and Musicians from 1955 to 1970,” *Popular Music & Society*, 17 (4, Winter), 83-104.
- Morris B. Holbrook and Meryl P. Gardner (1993), “An Approach to Investigating the Emotional Determinants of Consumption Durations: Why Do People Consumer What They Consume For As Long As They Consume It?” *Journal of Consumer Psychology*, 2 (2), 123-142.
- Robert M. Schindler and Morris B. Holbrook (1993), “Critical Periods in the Development of Men’s and Women’s Tastes in Personal Appearance,” *Psychology & Marketing*, 10 (6, November/December), 549-564.
- Alexander Simonson and Morris B. Holbrook (1993), “Permissible Puffery Versus Actionable Warranty in Advertising and Salestalk: An Empirical Investigation,” *Journal of Public Policy and Marketing*, 12 (2, Fall), 216-233.
- W. Timothy Wallace, Alan Seigerman, and Morris B. Holbrook (1993), “The Role of Actors and Actresses in the Success of Films: How Much Is a Movie Star Worth?” *Journal of Cultural Economics*, 17 (1, June), 1-27.
- Morris B. Holbrook (1994), “Book Review – *Pursuing Happiness: American Consumers in the Twentieth Century*,” *Journal of Macromarketing*, 14 (1, Spring), 83-88.
- Morris B. Holbrook (1994), “Loving and Hating New York: Some Reflections on the Big Apple,” *International Journal of Research in Marketing*, 11 (4, September), 381-385.
- Morris B. Holbrook and Ellen Day (1994), “Reflections on Jazz and Teaching: Benny and Gene, Woody and We,” *European Journal of Marketing*, 28 (8/9), 133-144.
- Morris B. Holbrook and Joel Huber (1994), “Detecting the Differences, Indeed,” *Empirical Studies of the Arts*, 12 (1), 59-61.
- Morris B. Holbrook and Robert M. Schindler (1994), “Age, Sex, and Attitude Toward the Past as Predictors of Consumers’ Aesthetic Tastes for Cultural Products,” *Journal of Marketing Research*, 31 (3, August), 412-422.
- David C. Bello and Morris B. Holbrook (1995), “Does an Absence of Brand Equity Generalize Across Product Classes?” *Journal of Business Research*, 34 (2, October), 125-131.

- Morris B. Holbrook (1995), "Book Review – An American in Praxis: *The Authority of the Consumer*," *Irish Marketing Review*, 8, 143-146.
- Morris B. Holbrook (1995), "Book Review – *Consumer Behavior: Buying, Having, and Being*," *Journal of Retailing and Consumer Services*, 2 (4, October), 265-266.
- Morris B. Holbrook (1995), "An Empirical Approach to Representing Patterns of Consumer Tastes, Nostalgia, and Hierarchy in the Market for Cultural Products," *Empirical Studies of the Arts*, 13 (1), 55-71.
- Morris B. Holbrook (1995), "The Four Faces of Commodification in the Development of Marketing Knowledge," *Journal of Marketing Management*, 11 (7, October), 641-654.
- Morris B. Holbrook (1995), "The Three Faces of Elitism: Postmodernism, Political Correctness, and Popular Culture," *Journal of Macromarketing*, 15 (2, Fall), 128-165.
- Morris B. Holbrook and T. J. Olney (1995), "Romanticism and the Wanderlust: An Effect of Personality on Consumer Preferences," *Psychology & Marketing*, 12 (3, May), 207-222.
- Morris B. Holbrook (1996), "Book Review – *The Social Semiotics of Mass Communication and High Fidelity*," *Journal of Macromarketing*, 16 (2, Fall), 133-141.
- Morris B. Holbrook (1996), "Consumption as Communication in the World of *Mrs. Cage*," *Journal of Marketing*, 60 (2, April), 139-142.
- Morris B. Holbrook (1996), "Market Success as a Criterion for Assessing Player Contributions in Sports Businesses via a Regression-Based Approach Using Adjusted Performance Measures and Quasi-Dummy Variables," *Marketing Letters*, 7 (4, October), 341-353.
- Morris B. Holbrook (1996), "Reflections on Rocky," *Society & Animals: Social Scientific Studies of the Human Experience of Other Animals*, 4 (2), 147-168.
- Morris B. Holbrook (1996), "Stereography in the Social Sciences: An Application Whose Time Has Come," *Stereoscopy*, Series 2 (No. 27, June), 24-29.
- Morris B. Holbrook and Robert M. Schindler (1996), "Market Segmentation Based on Age and Attitude Toward the Past: Concepts, Methods, and Findings Concerning Nostalgic Influences on Customer Tastes," *Journal of Business Research*, 37 (1, September), 27-39.
- Morris B. Holbrook and Clifford J. Shultz, II (1996), "An Updating Model of Salary Adjustments in Major League Baseball: How Much Is a Home Run Worth?" *Journal of Sport Management*, 10 (2, April), 131-148.

- Morris B. Holbrook (1997), "Book Review – From Trash to Fable to Triumph: The Ad(c)ulturation of the American Mind," *Journal of Macromarketing*, 17 (2, Fall), 138-143.
- Morris B. Holbrook (1997), "Book Review – Looking Back on *Looking Backward*: A Retrospective Review of Edward Bellamy's Macromarketing Classic," *Journal of Macromarketing*, 17 (1, Spring), 145-151.
- Morris B. Holbrook (1997), "Borders, Creativity, and the State of the Art at the Leading Edge," *Journal of Macromarketing*, 17 (2, Fall), 96-112.
- Morris B. Holbrook (1997), "Feline Consumption: Ethography, Felologies, and Unobtrusive Participation in the Life of a Cat," *European Journal of Marketing*, 31 (3/4), 214-233.
- Morris B. Holbrook (1997), "On Reaching, Grasping, Flapping, and Flopping," *Marketing Educator*, (Winter), 4.
- Morris B. Holbrook (1997), "Romanticism, Introspection, and the Roots of Experiential Consumption: Morris the Epicurean," *Consumption, Markets and Culture*, 1 (2), 97-163.
- Morris B. Holbrook (1997), "Stereographic Visual Displays and the Three-Dimensional Communication of Findings in Marketing Research," *Journal of Marketing Research*, 34 (4, November), 526-536.
- Morris B. Holbrook (1997), "Three-Dimensional Stereographic Visual Displays in Marketing and Consumer Research," *Journal of Consumer and Market Research*, 97 (11), on-line @ <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.196.9485&rep=rep1&type=pdf>
- Joel Huber, John Lynch, Kim Corfman, Jack Feldman, Morris B. Holbrook, Donald Lehmann, Bertrand Munier, David Schkade, and Itomar Simonson (1997), "Thinking About Values in Prospect and Retrospect: Maximizing Experienced Utility," *Marketing Letters*, 8 (3, July), 323-334.
- Morris B. Holbrook (1998), "Book Review – *Rocking the Ages*," *Journal of Macromarketing*, 18 (1, Spring), 72-77.
- Morris B. Holbrook (1998), "Breaking Camouflage: Stereography As the Cure for Confusion, Clutter, Crowding, and Complexity," *PSA Journal* {Journal of the Photographic Society of America}, 64 (8, August), 30-35.
- Morris B. Holbrook (1998), "Closely Read Books – Marketing Literature, Consumption As Text, and the Leaves from our Lives: Slow, Slower, and Slowest," *Journal of Marketing*, 62 (3, July), 141-145.

- Morris B. Holbrook (1998), "The Dangers of Educational and Cultural Populism: Three Vignettes on the Problems of Aesthetic Insensitivity, the Pitfalls of Pandering, and the Virtues of Artistic Integrity," *Journal of Consumer Affairs*, 32 (2, Winter), 394-423.
- Morris B. Holbrook (1998), "The Katarche of Catology in Research on Marketing: *Breakfast At Tiffany's*, Stereography, Subjective Personal Introspection, and Cat," *Irish Marketing Review*, 11 (2), 29-38.
- Morris B. Holbrook (1998), "Marketing Applications of Three-Dimensional Stereography," *Marketing Letters*, 9 (1, February), 51-64.
- Morris B. Holbrook (1998), "Stereo 3D Representations in Postmodern Marketing Research," *Marketing Intelligence & Planning*, 16 (5), 298-310.
- Morris B. Holbrook, Lauren G. Block, and Gavan J. Fitzsimons (1998), "Personal Appearance and Consumption in Popular Culture: A Framework for Descriptive and Prescriptive Analysis," *Consumption, Markets and Culture*, 2 (1), 1-55.
- Morris B. Holbrook and Meryl P. Gardner (1998), "How Motivation Moderates the Effects of Emotions on the Duration of Consumption," *Journal of Business Research*, 42 (3, July), 241-252.
- Morris B. Holbrook and Takeo Kuwahara (1998), "Collective Stereographic Photo Essays: An Integrated Approach to Probing Consumption Experiences in Depth," *International Journal of Research in Marketing*, 15 (3, July), 201-221.
- Morris B. Holbrook (1999), "Explaining the Vividness, Clarity, and Realism of Three-Dimensional Stereoscapy," *Stereoscapy*, Series 2 (No. 37, March), 17-21.
- Morris B. Holbrook (1999), "Higher Than the Bottom Line: Reflections on Some Recent Macromarketing Literature," *Journal of Macromarketing*, 19 (1, June), 48-74.
- Morris B. Holbrook (1999), "Popular Appeal versus Expert Judgments of Motion Pictures," *Journal of Consumer Research*, 26 (2, September), 144-155.
- Clifford J. Shultz, II and Morris B. Holbrook (1999), "Marketing and the Tragedy of the Commons: A Synthesis, Commentary, and Analysis for Action," *Journal of Public Policy & Marketing*, 18 (2, Fall), 218-229.
- Pierre Berthon, Morris B. Holbrook, and James M. Hulbert (2000), "Beyond Market Orientation: A Conceptualization of Market Evolution," *Journal of Interactive Marketing*, 14 (3, Summer), 50-66.
- Morris B. Holbrook (2000), "*Eine Kleine Nachtmusik*: Response to Professor Klein," *Journal of*

- Marcromarketing*, 20 (1, June), 110-111.
- Morris B. Holbrook (2000), "The Influence of Anxiety: Ephebes, Épées, Posterity, and Preposterity in the World of Stephen Brown," *Journal of Marketing*, 64 (1, January), 84-86.
- Morris B. Holbrook (2000), "The Millennial Consumer in the Texts of Our Times: Experience and Entertainment," *Journal of Macromarketing*, 20 (2, December), 178-192.
- Morris B. Holbrook and Meryl P. Gardner (2000), "Illustrating a Dynamic Model of the Mood-Updating Process in Consumer Behavior," *Psychology & Marketing*, 17 (3, March), 165-194.
- Morris B. Holbrook and Barbara Stern (2000), "The Use of Space-Travel and Rocket-Ship Imagery to Market Commercial Music: How Some Jazz Albums from the 1950s, 1960s, and 1970s Burned Brightly but Fizzled Fast," *Extrapolation*, 41 (1, Spring), 51-62.
- Michela Addis and Morris B. Holbrook (2001), "On the Conceptual Link Between Mass Customisation and Experiential Consumption: An Explosion of Subjectivity," *Journal of Consumer Behaviour*, 1 (1, June), 50-66.
- Arjun Chaudhuri and Morris B. Holbrook (2001), "The Chain of Effects From Brand Trust and Brand Affect To Brand Performance: The Role of Brand Loyalty," *Journal of Marketing*, 65 (2, April), 81-93.
- Morris B. Holbrook (2001), "Market Clustering Goes Graphic: The Weiss Trilogy and a Proposed Extension," *Psychology & Marketing*, 18 (1, January), 67-85.
- Morris B. Holbrook (2001), "The Millennial Consumer Enters the Age of Exhibitionism – A Book-Review Essay: Part 1," *Consumption, Markets and Culture*, 4 (4), 383-437.
- Morris B. Holbrook (2001), "The Millennial Consumer in the Texts of Our Times: Evangelizing," *Journal of Macromarketing*, 21 (2, December), 181-198.
- Morris B. Holbrook (2001), "The Millennial Consumer in the Texts of Our Times: Exhibitionism," *Journal of Macromarketing*, 21 (1, June), 81-95.
- Morris B. Holbrook (2001), "Oniomania, Ergo Sum: The Compleat Guide To Compulsive Buying Disorders" or "Book Review of April Lane Benson – *I Shop, Therefore I Am: Compulsive Buying and the Search for Self*," *Psychology & Marketing*, 18 (9, September), 985-997.
- Morris B. Holbrook (2001), "Remembrance: John A. Howard (1915-1999)," *Journal of Consumer Research*, 28 (2, September), 337-338.

- Morris B. Holbrook (2001), "Times Square, Disneyphobia, HegeMickey, The Ricky Principle, And the Downside of the Entertainment Economy: It's Fun-Dumb-Mental," *Marketing Theory*, 1 (2, June), 139-163.
- Morris B. Holbrook, Debra Lynn Stephens, Ellen Day, Sarah M. Holbrook, and Gregor Strazar (2001), "A Collective Stereographic Photo Essay on Key Aspects of Animal Companionship: The Truth About Dogs and Cats," *Academy of Marketing Science Review*, on-line @ <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.470.7981&rep=rep1&type=pdf>
- Gita Venkataramani Johar, Morris B. Holbrook, and Barbara B. Stern (2001), "The Role of Myth in Creative Advertising Design: Theory, Process, and Outcome," *Journal of Advertising*, 30 (2, Summer), 1-25.
- Michael J. Weiss, Morris B. Holbrook, and John Habich (2001), "Death of the Arts Snob?" *American Demographics*, 23 (6, June), 40-42.
- Arjun Chaudhuri and Morris B. Holbrook (2002), "Product-Class Effects on Brand Commitment and Brand Outcomes: The Role of Brand Trust and Brand Affect," *Journal of Brand Management*, 10 (1, September), 33-58.
- Morris B. Holbrook (2002), "Book Review – *Complexity and Management: Fad or Radical Challenge to Systems Thinking?* by Ralph D. Stacey, Douglas Griffin, and Patricia Shaw," *Journal of Macromarketing*, 22, (2, December), 198-201.
- Morris B. Holbrook (2002), "Book Review: *Marketing – The Retro Revolution* by Stephen Brown," *Journal of the Academy of Marketing Science*, 30 (3, June), 262-267.
- Morris B. Holbrook (2002), "Book Review – *Physioeconomics: The Basis for Long-Run Economic Growth* by Philip M. Parker," *Journal of Macromarketing*, 22 (2, December), 195-198.
- Morris B. Holbrook (2002), "The Millennial Consumer Enters the Age of Exhibitionism – A Book-Review Essay: Part 2," *Consumption, Markets and Culture*, 5 (2, June), 113-151.
- Morris B. Holbrook and James M. Hulbert (2002), "Elegy on the Death of Marketing: Never Send to Know Why We Have Come to Bury Marketing But Ask What You Can Do For Your Country Churchyard," *European Journal of Marketing*, 36 (5/6), 706-732.
- Morris B. Holbrook and James M. Hulbert (2002), "What Do We Produce in the 'Knowledge Factory' and for Whom? A Review Essay of *The Knowledge Factory* by Stanley Aronowitz," *Journal of Consumer Affairs*, 36 (1, Summer), 99-114.

Morris B. Holbrook, Michael J. Weiss, and John Habich (2002), "Disentangling Effacement, Omnivore, and Distinction Effects on the Consumption of Cultural Activities: An Illustration," *Marketing Letters*, 13 (4, November), 345-357.

Barbara B. Stern, George M. Zinkhan, and Morris B. Holbrook (2002), "The Netvertising Image: Netvertising Image Communication Model (NICM) and Construct Definition," *Journal of Advertising*, 31 (3, Fall), 15-27.

Pierre Berthon, Morris B. Holbrook, and James M. Hulbert (2003), "Understanding and Managing the Brand Space," *MIT Sloan Management Review*, 44 (2, Winter), 49-54.

Morris B. Holbrook (2003), "Adventures in Complexity: An Essay on Dynamic Open Complex Adaptive Systems, Butterfly Effects, Self-Organizing Order, Coevolution, the Ecological Perspective, Fitness Landscapes, Market Spaces, Emergent Beauty at the Edge of Chaos, and All That Jazz," *Academy of Marketing Science Review*, on-line @ <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.104.4405&rep=rep1&type=pdf>

Morris B. Holbrook (2003), "Book Review – *Emergence: The Connected Lives of Ants, Brains, Cities, and Software* by Steven Johnson," *Journal of Macromarketing*, 23 (1, June), 54-55.

Morris B. Holbrook (2003), "Book Review – *How Customers Think: Essential Insights Into the Mind of the Market* by Gerald Zaltman," *Journal of Marketing Research*, 40 (4, November), 498-499.

Morris B. Holbrook (2003), "Book Review – *A New Kind of Science* by Stephen Wolfram," *Journal of Macromarketing*, 23 (2, December), 128-133.

Morris B. Holbrook (2003), "Book Review – *Weaving Complexity and Business: Engaging the Soul at Work* by Roger Lewin and Birute Regine," *Journal of Macromarketing*, 23 (1, June), 55-59.

Morris B. Holbrook (2003), "A Book-Review Essay on the Role of Ambi-Diegetic Film Music in the Product Design of Hollywood Movies: Macromarketing in La-La-Land," *Consumption, Markets and Culture*, 6 (3, September), 207-230.

Morris B. Holbrook (2003), "Bounded Rationality (BR) and the Complex Adaptive System (CAS) – *Bounded Rationality: The Adaptive Toolbox*, Edited By Gerd Gigerenzer and Reinhard Selten," *Psychology & Marketing*, 20 (1, January), 87-92.

Morris B. Holbrook and Robert M. Schindler (2003), "Nostalgic Bonding: Exploring the Role of Nostalgia in the Consumption Experience," *Journal of Consumer Behaviour*, 3 (2, December), 107-127.

- Robert M. Schindler and Morris B. Holbrook (2003), "Nostalgia For Early Experience as a Determinant of Consumer Preferences," *Psychology & Marketing*, 20 (4, April), 275-302.
- Morris B. Holbrook (2004), "Ambi-Diegetic Music in Films as a Product-Design and -Placement Strategy: The *Sweet Smell of Success*," *Marketing Theory*, 4 (3, September), 171-185.
- Morris B. Holbrook (2004), "Book Review – *Universities in the Marketplace: The Commercialization of Higher Education* by Derek Bok," *Journal of Macromarketing*, 24 (1, June), 68-74.
- Morris B. Holbrook (2004), "Gratitude in Graduate MBA Attitudes: Re-Examining the *Business Week* Poll," *Journal of Education for Business*, 80 (1, September/October), 25-28.
- Morris B. Holbrook, Michael J. Weiss, and John Habich (2004), "Class-Related Distinctions in American Cultural Tastes," *Empirical Studies of the Arts*, 22 (1), 91-115.
- Morris B. Holbrook (2005), "Ambi-Diegetic Music in the Movies: The Crosby Duets in *High Society*," *Consumption, Markets and Culture*, 8 (2, June), 153-182.
- Morris B. Holbrook (2005), "Art versus Commerce as a Macromarketing Theme in Three Films from the Young-Man-with-a-Horn Genre," *Journal of Macromarketing*, 25 (1, June), 22-31.
- Morris B. Holbrook (2005), "Book Review – *The Consumer Society and the Postmodern City* by David B. Clarke," *Urban Studies*, 42 (3, March), 569-572.
- Morris B. Holbrook (2005), "Book Review – Living It Up in Twitchell's Branded Nation: Which Way to the Egress?" *Journal of Macromarketing*, 25 (2, December), 233-241.
- Morris B. Holbrook (2005), "Customer Value and Autoethnography: Subjective Personal Introspection and the Meanings of a Photograph Collection," *Journal of Business Research*, 58 (1, January), 45-61.
- Morris B. Holbrook (2005), "The Eye of the Beholder: Beauty as a Concept in Everyday Discourse and the Collective Photographic Essay," in *Review of Marketing Research*, Vol. 1, ed. Naresh K. Malhotra, Armonk, NY: M. E. Sharpe, 35-100.
- Morris B. Holbrook (2005), "Marketing Education as Bad Medicine for Society: The Gorilla Dances," *Journal of Public Policy & Marketing*, 24 (1, Spring), 143-145.
- Morris B. Holbrook (2005), "Marketing Miseducation and the MBA Mind: Bullshit Happens," *Marketing Education Review*, 15 (3, Fall), 1-5.
- Morris B. Holbrook (2005), "The Role of Ordinary Evaluations in the Market for Popular

- Culture: Do Consumers Have ‘Good Taste’?” *Marketing Letters*, 16 (2, April), 75-86.
- Morris B. Holbrook (2006), “The Consumption Experience – Something New, Something Old, Something Borrowed, Something Sold: Part 1,” *Journal of Macromarketing*, 26 (2, December), 259-266.
- Morris B. Holbrook (2006), “Consumption Experience, Customer Value, and Subjective Personal Introspection: An Illustrative Photographic Essay,” *Journal of Business Research*, 59 (6, June), 714-725.
- Morris B. Holbrook (2006), “Reply to Bradshaw, McDonagh, and Marshall: Turn off the Bubble Machine,” *Journal of Macromarketing*, 26 (1, June), 84-87.
- Morris B. Holbrook, Kathleen T. Lacher, and Michael S. LaTour (2006), “Audience Judgments as the Potential Missing Link Between Expert Judgments and Audience Appeal: An Illustration Based on Musical Recordings of ‘My Funny Valentine,’” *Journal of the Academy of Marketing Science*, 34 (1, December), 8-18.
- Pierre Berthon, Morris B. Holbrook, James M. Hulbert, and Leyland F. Pitt (2007), “Viewing Brands in Multiple Dimensions,” *MIT Sloan Management Review*, 48 (2, Winter), 37-43.
- Alan Bradshaw and Morris B. Holbrook (2007), “Remembering Chet: Theorising the Mythology of the Self-Destructive Bohemian Artist as Self-Producer and Self-Consumer in the Market for Romanticism,” *Marketing Theory*, 7 (2, June), 115-136.
- Morris B. Holbrook (2007), “Cinemusical Meanings in Motion Pictures: Commerce, Art, and Brando Loyalty ... Or ... De Niro, My God, To Thee,” *Journal of Consumer Behaviour*, 6 (6, November-December), 398-418.
- Morris B. Holbrook (2007), “The Consumption Experience – Something New, Something Old, Something Borrowed, Something Sold – Part 2,” *Journal of Macromarketing*, 27 (1, March), 86-96.
- Morris B. Holbrook (2007), “The Consumption Experience – Something New, Something Old, Something Borrowed, Something Sold – Part 3,” *Journal of Macromarketing*, 27 (2, June), 173-201.
- Morris B. Holbrook (2007), “The Consumption Experience – Something New, Something Old, Something Borrowed, Something Sold – Part 4,” *Journal of Macromarketing*, 27 (3, September), 303-329.
- Morris B. Holbrook (2007), “Five Phases in a Personal Journey Through the Troubled Waters of Academic Values in a World of Business: Where’s the Beef?” *Journal of Public Policy & Marketing*, 26 (1, Spring), 135-138.

- Morris B. Holbrook (2007), "Objective Characteristics, Subjective Evaluations, and Possible Distorting Biases in the Business-School Rankings: The Case of *U.S. News & World Report*," *Marketing Education Review*, 17 (2, Summer), 1-12.
- Morris B. Holbrook (2007), *Playing the Changes on the Jazz Metaphor: An Expanded Conceptualization of Music-, Management-, and Marketing-Related Themes* (Full-Length Monograph), *Foundations and Trends in Marketing*, 2 (3-4), 185-442 (1-257 in the published version).
- Morris B. Holbrook (2007), "When Bad Things Happen To Great Musicians: The Role of Ambi-Diegetic Jazz in Three Tragedepictions of Artistic Genius on the Silver Screen," *Jazz Research Journal*, 1 (1, May), 99-128.
- Morris B. Holbrook and Michela Addis (2007), "Taste Versus the Market: An Extension of Research on the Consumption of Popular Culture," *Journal of Consumer Research*, 34 (3, October), 415-424.
- Alan Bradshaw and Morris B. Holbrook (2008), "Must We Have Muzak Wherever We Go? A Critical Consideration of the Consumer Culture," *Consumption, Markets and Culture*, 11 (1, March), 25-43.
- Morris B. Holbrook (2008), "Compromise Is So ... Compromised: Goldilocks, Go Home," *European Business Review*, 20 (6), 570-578.
- Morris B. Holbrook (2008), "Music Meanings in Movies: The Case of the Crime-Plus-Jazz Genre," *Consumption, Markets and Culture*, 11 (4, December), 307-327.
- Morris B. Holbrook (2008), "Pets and People: Companions in Commerce?" *Journal of Business Research*, 61 (5, May), 546-552.
- Morris B. Holbrook and Michela Addis (2008), "Art Versus Commerce in the Movie Industry: A Two-Path Model of Motion-Picture Success," *Journal of Cultural Economics*, 32 (2, June), 87-107; this article won the 2010 Werner Pommerehne Price for "best paper to appear in the *Journal of Cultural Economics (JCE)* over the two years 2008 and 2009."
- Morris B. Holbrook and Arch G. Woodside (2008), "Animal Companions, Consumption Experiences, and the Marketing of Pets: Transcending Boundaries in the Animal-Human Distinction," *Journal of Business Research*, 61 (5, May), 377-381.
- Ignacio Redondo and Morris B. Holbrook (2008), "Illustrating a Systematic Approach to Selecting Motion Pictures for Product Placements and Tie-Ins," *International Journal of Advertising*, 27 (5), 691-714.

- Morris B. Holbrook (2009), "A Cinemusicaliterary Analysis of the American Dream As Represented by Biographical Jazz Comedepictions in the Golden Age of Hollywood Biopics: Blow, Horatio, Blow; O, Jakie, O; Go, Tommy, Go; No, Artie, No," *Marketing Theory*, 9 (3, September), 259-313.
- Morris B. Holbrook (2009), "In Memoriam – Barbara B. Stern," *Marketing Theory*, 9 (1, March), 5-7.
- Raquel Sánchez-Fernández, M. Ángeles Iniesta-Bonillo, and Morris B. Holbrook (2009), "The Conceptualization and Measurement of Consumer Value in Services," *International Journal of Market Research*, 51 (1), 93-113.
- Clifford J. Shultz II and Morris B. Holbrook (2009), "The Paradoxical Relationships Between Marketing and Vulnerability," *Journal of Public Policy & Marketing*, 28 (1, Spring), 124-127.
- Clifford J. Shultz II, Morris B. Holbrook, and Donald R. Lehmann (2009), "Introduction to the Special Issue: Metric and Interpretive Explorations of Macromarketing," *Journal of Macromarketing*, 29 (3, September), 217-219.
- Michela Addis and Morris B. Holbrook (2010), "Consumer's Identification and Beyond: Attraction, Reverence, and Escapism in the Evaluation of Films," *Psychology & Marketing*, 27 (9, September), 821-845.
- Morris B. Holbrook (2010), Book Review – "Do You Know...?": *The Jazz Repertoire in Action* by Robert R. Faulkner and Howard S. Becker, *Contemporary Sociology*, 39 (4, July), 442-444.
- Ignacio Redondo and Morris B. Holbrook (2010), "Modeling the Appeal of Movie Features to Demographic Segments of Theatrical Demand," *Journal of Cultural Economics*, 34 (4, November), 299-315.
- Martina G. Gallarza, Irene Gil-Saura, and Morris B. Holbrook (2011), "The Value of Value: Further Excursions on the Meaning and Role of Customer Value," *Journal of Consumer Behaviour*, 10 (4, July/August), 179-191.
- Elizabeth C. Hirschman and Morris B. Holbrook (2011), "Consuming the Vampire: Sex, Death, and Liminality," *American Journal of Semiotics*, 27 (1-4), 1-45.
- Morris B. Holbrook and Robert M. Schindler (2013), "Commentary on 'Is There a Peak in Popular Music Preference at a Certain Song-Specific Age? A Replication of Holbrook & Schindler's 1989 Study,'" *Musicae Scientiae*, 17 (3), 305-308.
- Michael N. Woodward and Morris B. Holbrook (2013), "Dialogue on Some Concepts,

Definitions and Issues Pertaining to ‘Consumption Experiences,’” *Marketing Theory*, 13 (3), 323-244.

Morris B. Holbrook (2013), “The Greedy Bastard’s Guide to Business,” *Journal of Macromarketing* 33 (4, . (December), 369-385.

Morris B. Holbrook (2015), “Some Reflections on Psychoanalytic Approaches to Marketing and Consumer Research,” *Marketing Theory*, 15 (1, March), 13-16.

Morris B. Holbrook (2015), “Book Review – *Creating Value: The Theory and Practice of Marketing Semiotics Research*,” *Journal of Marketing Communications*,

Morris B. Holbrook (2015), “The Marketing Manager as a Jazz Musician,” *Marketing Intelligence & Planning*, 33 (7), 1-9.

Morris B. Holbrook (2016), “Reflections on Jazz Training and Marketing Education: What Makes a Great Teacher?,” *Marketing Theory*, forthcoming.

CHAPTERS

Morris B. Holbrook (1973), “A Review of Advertising Research,” in *Advertising and the Public Interest*, John A. Howard and James M. Hulbert, Washington, D.C.: Federal Trade Commission, B1-B62.

Morris B. Holbrook (1974), “A Synthesis of the Empirical Studies,” in *Consumer Behavior: Theory and Application*, ed. John U. Farley, John A. Howard, and L. Winston Ring, Boston: Allyn & Bacon, 229-252.

Noel Capon, Morris B. Holbrook, and James M. Hulbert (1977), “Selling Processes and Buyer Behavior: Theoretical Implications of Recent Research,” in *Consumer and Industrial Buying Behavior*, ed. Arch G. Woodside, Jagdish N. Sheth, and Peter D. Bennett, New York: North-Holland, 323-332.

Morris B. Holbrook and John A. Howard (1977), “Frequently Purchased Nondurable Goods and Services,” in *Selected Aspects of Consumer Behavior: A Summary from the Perspective of Different Disciplines*, ed. Robert Ferber, Washington, D.C.: National Science Foundation, 189-222.

Morris B. Holbrook (1985), “Marketing Management” (Syllabus for B6601), in *Marketing: Business Administration Reading Lists and Course Outlines*, Vol. 7, ed. James W. Dean and Richard Schwandt, Durham, NC: Eno River Press, 78-84.

Morris B. Holbrook and Kim P. Corfman (1985), “Quality and Value in the Consumption

- Experience: Phaedrus Rides Again,” in *Perceived Quality: How Consumers View Stores and Merchandise*, ed. Jacob Jacoby and Jerry C. Olson, Lexington, MA: D. C. Heath and Company, 31-57.
- Morris B. Holbrook and Glenn Dixon (1985), “Mapping the Market for Fashion: Complementarity in Consumer Preferences,” in *The Psychology of Fashion*, ed. Michael R. Solomon, Lexington, MA: D. C. Heath and Company, 109-126.
- Elizabeth C. Hirschman and Morris B. Holbrook (1986), “Expanding the Ontology and Methodology of Research on the Consumption Experience,” in *Perspectives on Methodology in Consumer Research*, ed. David Brinberg and Richard J. Lutz, New York: Springer-Verlag, 213-251.
- Morris B. Holbrook (1986), “Emotion in the Consumption Experience: Toward a New Model of the Human Consumer,” in *The Role of Affect in Consumer Behavior: Emerging Theories and Applications*, ed. Robert A. Peterson, Wayne D. Hoyer, and William R. Wilson, Lexington, MA: D. C. Heath and Company, 17-52.
- Morris B. Holbrook (1987), “O, Consumer, How You’ve Changed: Some Radical Reflections on the Roots of Consumption,” in *Philosophical and Radical Thought in Marketing*, ed. FA. Fuat Firat, Nikhilesh Dholakia, and Richard P. Bagozzi, Lexington, MA: D. C. Heath, 156-177.
- Morris B. Holbrook (1987), “Perception et Représentation Esthétiques du Consommateur: Progrès et Problèmes de la Recherche,” in *Économie et Culture*, Vol. 1, ed. Xavier Dupuis and François Rouet, Paris: La Documentation Française, 147-155.
- Morris B. Holbrook (1987), “Progress and Problems in Research on Consumer Esthetics,” in *Artists and Cultural Consumers*, ed. Douglas V. Shaw, William S. Hendon, and C. Richard Waits, Akron, Ohio: Association for Cultural Economics, 133-146.
- Morris B. Holbrook (1987), “The Study of Signs in Consumer Esthetics: An Egocentric Review,” in *Marketing and Semiotics: New Directions in the Study of Signs for Sale*, ed. Jean Umiker-Sebeok, Berlin: Mouton de Gruyter, 73-121.
- Morris B. Holbrook and Rajeev Batra (1988), “Toward a Standardized Emotional Profile (SEP) Useful in Measuring Responses to the Nonverbal Components of Advertising,” in *Nonverbal Communication in Advertising*, ed. Sidney Hecker and David W. Stewart, Lexington, MA: D. C. Heath, 95-110.
- Morris B. Holbrook, Stephen Bell, and Mark W. Grayson (1989), “The Role of the Humanities in Consumer Research: Close Encounters and Coastal Disturbances,” in *Interpretive Consumer Research*, ed. Elizabeth C. Hirschman, Provo, UT: Association for Consumer Research, 29-47.

- Morris B. Holbrook and Richard Westwood (1989), "The Role of Emotion in Advertising Revisited: Testing a Typology of Emotional Responses," in *Cognitive and Affective Responses to Advertising*, ed. Patricia Cafferata and Alice M. Tybout, Lexington, MA: D. C. Heath and Company, 353-371.
- Thomas J. Olney, Rajeev Batra, and Morris B. Holbrook (1990), "A Three-Component Model of Attitude Toward the Ad: Effects on the Zipping and Zapping of Television Commercials," in *Emotion in Advertising*, ed. Stuart Agres, Julie A. Edell, and Tony M. Dubitsky, New York: Quorum Books, 269-281.
- Russell W. Belk, Melanie Wallendorf, John F. Sherry, Jr., and Morris B. Holbrook (1991), "Collecting in a Consumer Culture," in *Highways and Buyways: Naturalistic Research From the Consumer Behavior Odyssey*, ed. Russell W. Belk, Provo, UT: Association for Consumer Research, 178-215.
- Jeffrey F. Durgee, Morris B. Holbrook, and John F. Sherry, Jr. (1991), "The Delivery and Consumption of Vacation Performances," in *Highways and Buyways: Naturalistic Research From the Consumer Behavior Odyssey*, ed. Russell W. Belk, Provo, UT: Association for Consumer Research, 131-140.
- Jeffrey F. Durgee, Morris B. Holbrook, and Melanie Wallendorf (1991), "The Wives of Woodville," in *Highways and Buyways: Naturalistic Research From the Consumer Behavior Odyssey*, ed. Russell W. Belk, Provo, UT: Association for Consumer Research, 167-177.
- Morris B. Holbrook (1991), "From the Log of a Consumer Researcher: Reflections on the Odyssey," in *Highways and Buyways: Naturalistic Research From the Consumer Behavior Odyssey*, ed. Russell W. Belk, Provo, UT: Association for Consumer Research, 14-33.
- Morris B. Holbrook (1993), "On the New Nostalgia: 'These Foolish Things' And Echoes Of The Dear Departed Past," in *Continuities in Popular Culture: The Present in the Past & the Past in the Present and Future*, ed. Ray B. Browne and Ronald J. Ambrosetti, Bowling Green, OH: Bowling Green State University Popular Press, 74-120.
- Morris B. Holbrook (1994), "Axiology, Aesthetics, and Apparel: Some Reflections on the Old School Tie," in *Aesthetics of Textiles and Clothing: Advancing Multi-Disciplinary Perspectives*, ITAA Special Publication #7, ed. Marilyn Revell DeLong and Ann Marie Fiore, Monument, CO: International Textile and Apparel Association, 131-141.
- Morris B. Holbrook (1994), "The Nature of Customer Value: An Axiology of Services in the Consumption Experience," in *Service Quality: New Directions in Theory and Practice*, ed. Roland T. Rust and Richard L. Oliver, Thousand Oaks, CA: Sage Publications, 21-

71.

Morris B. Holbrook (1994), "Nostalgia Proneness and Consumer Tastes," in *Buyer Behavior in Marketing Strategy*, Second Edition, auth. John A. Howard, Englewood Cliffs, NJ: Prentice-Hall, 348-364.

Barbara B. Stern and Morris B. Holbrook (1994), "Gender and Genre in the Interpretation of Advertising Text," in *Gender Issues and Consumer Behavior*, ed. Janeen Arnold Costa, Thousand Oaks, CA: Sage Publications, 11-41.

Morris B. Holbrook (1995), "Consumer Behavior in the Culture of Consumption" (Syllabus for B8601), in *Marketing II: Business Administration Reading Lists and Course Outlines*, Vol. 4, ed. Richard Schwindt, Chapel Hill, NC: Eno River Press, 118-131.

Morris B. Holbrook (1995), "Romanticism, Introspection, and the Roots of Experiential Consumption: Morris the Epicurean," in *Consumption and Marketing: Macro Dimensions*, ed. Russell W. Belk, Nikhilesh Dholakia, and Alladi Venkatesh, Cincinnati, OH: South-Western College Publishing, 20-82.

Morris B. Holbrook (1996), "On Eschatology, Onanist Scatology, or Honest Catology? Cats Swinging, Scat Singing, and Cat Slings as Riffs, Rifts, and Writs in a Catalytic Catechism for the Cataclysm," in *Marketing Apocalypse: Eschatology, Escapology and the Illusion of the End*, ed. Stephen Brown, Jim Bell, and David Carson, London, UK: Routledge, 237-259.

Morris B. Holbrook (1997), "Walking on the Edge: A Stereographic Photo Essay on the Verge of Consumer Research," in *Consumer Research: Postcards from the Edge*, ed. Stephen Brown and Darach Turley, London, UK: Routledge, 46-78.

Morris B. Holbrook and Barbara Stern (1997), "The Paco Man and What is Remembered: New Readings of a Hybrid Language," in *Undressing the Ad: Reading Culture in Advertising*, ed. Katherine Toland Frith, New York, NY: Peter Lang, 65-84.

Morris B. Holbrook (1998), "Howard, John A.," in *The Elgar Companion to Consumer Research and Economic Psychology*, ed. Peter E. Earl and Simon Kemp, Northampton, MA: Edward Elgar, 310-314.

Morris B. Holbrook (1998), "Illuminations, Impressions, and Ruminations on Romanticism: Some Magical Concepts and Mystical Comments from Morris the Catoptric on the Superiority of Stereoscopy in Visual Representations of Marketing and Consumer Research," in *Romancing the Market*, ed. Stephen Brown, Anne Marie Doherty, and Bill Clarke, London, UK: Routledge, 86-124.

Morris B. Holbrook (1998), "Journey to Kroywen: An Ethnoscopic Auto-Auto-Auto-Driven

- Stereographic Photo Essay,” in *Representing Consumers: Voices, Views, and Visions*, ed. Barbara B. Stern, London, UK: Routledge, 231-263.
- Morris B. Holbrook (1998), “The Retailing of Performance and the Performance of Service: The Gift of Generosity with a Grin and the Magic of Munificence with Mirth,” in *ServicesScapes: The Concept of Place in Contemporary Markets*, ed. John F. Sherry, Jr., Chicago, IL: NTC Business Books (American Marketing Association), 487-513.
- Morris B. Holbrook (1999), “Introduction To Consumer Value” and “Conclusions,” in *Consumer Value: A Framework For Analysis and Research*, ed. Morris B. Holbrook, London, UK: Routledge, 1-28 and 183-197.
- Morris B. Holbrook (1999), “Reframing Consumers – Commentary,” in *Rethinking Marketing: Towards Critical Marketing Accountings*, ed. Douglas Brownlie, Mike Saren, Robin Wensley, and Richard Whittington, London, UK: Sage Publications, 145-151.
- Morris B. Holbrook (2000), “Tupperware, Tommy Moore, Teddy Bear, and Tipper Gore – Pete, Jamie, Stew, Oyster, and Morrie’s High School Reunion: Titillation and Titivation in Entelechic Entitulation,” in *Imagining Marketing: Art, Aesthetics and the Avant-Garde*, ed. Stephen Brown and Anthony Patterson, 196-213.
- Morris B. Holbrook (2001), Entries on “Baker, (Chesney Henry) ‘Chet’” (p. 57); “Brubeck, David Warren” (pp. 119-120); “Charles, Ray (Robinson)” (p. 151); “Desmond, Paul” (p. 228); and “Frishberg, David L.” (p. 302) in *The Guide to United States Popular Culture*, ed. Ray B. Browne and Pat Browne, Bowling Green, OH: Bowling Green State University Popular Press.
- Morris B. Holbrook (2001), Entries on “Game Shows” (pp. 305-308) and “Game-Show Hosts, Hostesses, and Producers” (pp. 308-310) in *The Guide to United States Popular Culture*, ed. Ray B. Browne and Pat Browne, Bowling Green, OH: Bowling Green State University Popular Press.
- Barbara B. Stern, George M. Zinkhan, and Morris B. Holbrook (2005), “The Netvertising Image: Netvertising Image Communication Model (NICM) and Construct Definition,” in *Advertising, Promotion, and New Media*, ed. Marla R. Stafford and Ronald J. Faber, Armonk, NY: M. E. Sharpe, 30-50.
- Morris B. Holbrook (2003), “Foreword” to *Doing Research Projects in Marketing, Management and Consumer Research* by Chris Hackley, London, UK: Routledge.
- Morris B. Holbrook (2003), “Time Travels in Retrospace: Unpacking My Grandfather’s Trunk – Some Introspective Recollections of Life on the Brule,” in *Time, Space, and the Market: Retrosapes Rising*, ed. Stephen Brown and John F. Sherry, Jr., Armonk, NY: M. E. Sharpe, 171-198.

- Morris B. Holbrook (2005), "The Ambi-Diegesis of 'My Funny Valentine,'" in *Pop Fiction – The Song in Cinema*, ed. Steve Lannin and Matthew Caley, Portland, OR: Intellect, 48-62.
- Morris B. Holbrook (2005), "Preface" ("Prefazione"), in *L'Esperienza Di Consumo: Analisi e Prospettive di Marketing*, auth. Michela Addis, Milan, Italy: Pearson Education, v-vii.
- Morris B. Holbrook (2006), "Does Marketing Need Reform School? On the Misapplication of Marketing to the Education of Marketers," in *Does Marketing Need Reform? Fresh Perspectives on the Future*, ed. Jagdish N. Sheth and Rajendra S. Sisodia, Armonk, NY: M. E. Sharpe, 265-269.
- Morris B. Holbrook (2006), "On the Commercial Exaltation of Artistic Mediocrity: Books, Bread, Postmodern Statistics, Surprising Success Stories, and the Doomed Magnificence of Way Too Many Big Words," in *Consuming Books: The Marketing and Consumption of Literature*, ed. Stephen Brown, London, UK: Routledge, 96-113.
- Morris B. Holbrook (2006), "Photo Essays and the Mining of Minutiae in Consumer Research: 'Bout the Time I Got to Phoenix," in *Handbook of Qualitative Research Methods in Marketing*, ed. Russell W. Belk, Cheltenham, UK: Edward Elgar, 476-493.
- Morris B. Holbrook (2006), "ROSEPEKICECIVECI versus CCV – The Resource-Operant, Skills-Exchanging, Performance-Experiencing, Knowledge-Informed, Competence-Enacting, Coproducer-Involved, Value-Emerging, Customer-Interactive View of Marketing Versus the Concept of Customer Value: 'I Can Get It For You Wholesale,'" in *The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions*, ed. Robert F. Lusch and Stephen L. Vargo, Armonk, NY: M. E. Sharpe, 208-223.
- Morris B. Holbrook (2008), "Consumers Just Wanna Have Fantasies, Feelings, and Fun!!" in *Consumer Behavior: How Humans Think, Feel, And Act In The Marketplace*, auth. Banwari Mittal, Cincinnati, OH: Open Mentis, 653-658.
- Morris B. Holbrook (2009), "CB as I See It: Class and Income," in *Consumer Behavior: Buying, Having, and Being*, Eighth Edition, auth. Michael Solomon, Upper Saddle River, NJ: Pearson / Prentice Hall, 503; Second Edition (2010), 607-612.
- Morris B. Holbrook (2009), "Manufacturing Memorable Consumption Experiences from Ivy and Ivory: The Business Model, Customer Orientation, and Distortion of Academic Values in the Post-Millennial University," in *Memorable Customer Experiences: A Research Anthology*, ed. Adam Lindgren, Joëlle Vanhamme, and Michael B. Beverland, Burlington, VT: Gower Publishing Company, 267-290.
- Michela Addis and Morris B. Holbrook (2010), "Dreaming of Artistic Excellence, Popularity, or

- Both?" in *Marketing the Arts: A Fresh Approach*, ed. Daragh O'Reilly and Finola Kerrigan, London, UK: Routledge, 141-152.
- Alan Bradshaw, Finola Kerrigan, and Morris B. Holbrook (2010), "Challenging Conventions in Arts Marketing: Experiencing the Skull," in *Marketing the Arts: A Fresh Approach*, ed. Daragh O'Reilly and Finola Kerrigan, London, UK: Routledge, 5-17.
- Morris B. Holbrook (2012), "Catering to Consumers or Consuming the Caterers: A Bridge Too Far ..., Way Too Far," in *Marketing Management: A Cultural Perspective*, ed. Lisa Peñaloza, Nil Toulouse, and Luca Massimiliano Visconti, New York: Routledge, 489-504.
- Martina G. Gallarza, Irene Gil, and Morris B. Holbrook (2012), "Customer Value in Tourism Services: Meaning and Role for a Relationship-Marketing Approach," in *Strategic Marketing in Tourism Services*, ed. Rodoula H. Tsiotsou and Ronald E. Goldsmith, Emerald Group Publishing Limited, Bingley, UK: 147-162.
- Morris B. Holbrook and Elizabeth C. Hirschman (2013), "Experiential Consumption," in *The Wiley-Blackwell Encyclopedia of Consumption and Consumer Studies*, ed. Daniel Thomas Cook and J. Michael Ryan, Malden, MA.: John Wiley & Sons, 271-275.
- Morris B. Holbrook (2014) "Morris the Cat or the Wolf-Man on the Upper West Side: Animal Metaphors and Me," in *Brand Mascots and Other Marketing Animals*, ed. Stephen Brown and Sharon Ponsonby-McCabe, London and New York, NY: Routledge, 76-88.
- Morris B. Holbrook (2014) "Consumption Criteria in Arts Marketing," in *The Routledge Companion to Arts Marketing*, ed. Daragh O'Reilly, Ruth Rentschker, and Theresa A. Kirchner, London and New York, NY: Routledge, 194-203.
- Morris B. Holbrook (2014), "Discipline and Liberation in Consumption," in *Legends in Consumer Research: Russell W. Belk*, Series Editor, Jagdish N. Sheth, Volume 9, *Discipline and Liberation in Consumption*, ed. Craig J. Thompson, New Delhi, India: Sage Publications, 286-290.
- Morris B. Holbrook (2015), "Commentary: The Consumer Perspective on Branding," in *Brands: Interdisciplinary Perspectives*, ed. Jonathan E. Schroeder, London and New York, Routledge: 297-308.
- Morris B. Holbrook (2015), "Our Debate on Consulting" and "Ode of Concession, Contrition, and Conciliation," in *Legends in Consumer Behavior: Jacob Jacoby*, Series Editor, Jagdish N. Sheth, Volume 2, *The Early Years: Attitudes, Brand Loyalty and Perceived Risk*, ed. Leon B. Kaplan, New Delhi, India: Sage Publications.
- Morris B. Holbrook, Donald R. Lehmann, and Bernd Schmitt (2016), "Marketing," in *Columbia*

Business School: A Century of Ideas, ed. Columbia Business School, New York, NY: Columbia University Press, 81-105.

PAPERS

Morris B. Holbrook and James M. Hulbert (1975), "Multi-Attribute Attitude Models: A Comparative Analysis," in *Advances in Consumer Research*, Vol. 2, ed. Mary Jane Schlinger, Ann Arbor, MI: Association for Consumer Research, 375-388.

Morris B. Holbrook and John O'Shaughnessy (1976), "Influence Processes in Interpersonal Persuasion," in *Advances in Consumer Research*, Vol. 3, ed. Beverlee B. Anderson, Ann Arbor, MI: Association for Consumer Research, 364-369.

Morris B. Holbrook, James M. Hulbert, and Michael J. Ryan (1978), "The Extended Matching Hypothesis in Complex Selling Interactions," *Proceedings*, 86th Annual Conference, American Psychological Association, Division 23, 29.

Morris B. Holbrook and Karl A. Maier (1978), "A Study of the Interface Between Attitude Structure and Information Acquisition Using a Questionnaire-Based Information-Display Sheet," in *Advances in Consumer Research*, Vol. 5, ed. H. Keith Hunt, Ann Arbor, MI: Association for Consumer Research, 93-98.

Michael J. Ryan, Morris B. Holbrook, and James M. Hulbert (1978), "A Two-Stage Model of Relative Decision-Specific Stress in the Buying Center," in *Proceedings*, 86th Annual Conference, American Psychological Association, Division 23, 28 & 30.

Morris B. Holbrook and Michael J. Ryan (1979), "Study on Stress Part I – Introduction to a Research Project" (*NAFA Bulletin*, October 1979, 6-11, 42); "Study on Stress Part II – How Job-Related Conflict Arises in Fleet Management" (*NAFA Bulletin*, November 1979, 35-40); "Study on Stress Part III – Ambiguity, Conflict, Overload and Health" (*NAFA Bulletin*, December 1979, 30-40).

Morris B. Holbrook (1980), "Some Preliminary Notes on Research in Consumer Esthetics," in *Advances in Consumer Research*, Vol. 7, ed. Jerry C. Olson, Ann Arbor, MI: Association for Consumer Research, 104-108.

Morris B. Holbrook and William L. Moore (1980), "Assessing the Convergent Validity of Decompositional and Compositional Methods in the Case of Socially Sensitive Perceptions," in *Advances in Consumer Research*, Vol. 7, ed. Jerry C. Olson, Ann Arbor, MI: Association for Consumer Research, 749-752.

Joel Huber and Morris B. Holbrook (1980), "The Determinants of Esthetic Value and Growth," in *Advances in Consumer Research*, Vol. 7, ed. Jerry C. Olson, Ann Arbor, MI:

- Association for Consumer Research, 121-126.
- Morris B. Holbrook (1981), "Introduction: The Esthetic Imperative in Consumer Research," in *Symbolic Consumer Behavior*, ed. Elizabeth C. Hirschman and Morris B. Holbrook, Ann Arbor, MI: Association for Consumer Research, 36-37.
- Morris B. Holbrook and Elizabeth C. Hirschman (1981), "Symbolic Consumer Behavior: An Introduction," in *Symbolic Consumer Behavior*, ed. Elizabeth C. Hirschman and Morris B. Holbrook, Ann Arbor, MI: Association for Consumer Research, 1-2.
- Morris B. Holbrook and William L. Moore (1981), "Cue Configurality in Esthetic Responses," in *Symbolic Consumer Behavior*, ed. Elizabeth C. Hirschman and Morris B. Holbrook, Ann Arbor, MI: Association for Consumer Research, 16-25.
- Morris B. Holbrook, David A. Velez, and Gerard R. Tabouret (1981), "Attitude Structure and Search: An Integrative Model of Importance-Directed Information Processing," in *Advances in Consumer Research*, Vol. 8, ed. Kent B. Monroe, Ann Arbor, MI: Association for Consumer Research, 93-98.
- Joel Huber and Morris B. Holbrook (1981), "The Use of Real Versus Artificial Stimuli in Research on Visual Esthetic Judgments," in *Symbolic Consumer Behavior*, ed. Elizabeth C. Hirschman and Morris B. Holbrook, Ann Arbor, MI: Association for Consumer Research, 60-68.
- Morris B. Holbrook (1982), "Some Further Dimensions of Psycholinguistics, Imagery, and Consumer Response," in *Advances in Consumer Research*, Vol. 9, ed. Andrew A. Mitchell, Ann Arbor, MI: Association for Consumer Research, 112-117.
- Morris B. Holbrook (1983), "Product Imagery and the Illusion of Reality: Some Insights from Consumer Esthetics," in *Advances in Consumer Research*, Vol. 10, ed. Richard P. Bagozzi and Alice M. Tybout, Ann Arbor, MI: Association for Consumer Research, 65-71.
- Morris B. Holbrook (1984), "Belk, Granzin, Bristor, and the Three Bears," in *Scientific Method in Marketing*, ed. Paul F. Anderson and Michael J. Ryan, Proceedings of the Winter Educators' Conference, Chicago, IL: American Marketing Association, 177-178.
- Morris B. Holbrook (1984), "Theory Development Is a Jazz Solo: Bird Lives," in *Scientific Method in Marketing*, ed. Paul F. Anderson and Michael J. Ryan, Proceedings of the Winter Educators' Conference, Chicago, IL: American Marketing Association, 48-52.
- Morris B. Holbrook and William L. Moore (1984), "The Pick-Any Procedure Versus Multidimensionally-Scaled Correlations: An Empirical Comparison of Two Techniques for Forming Preference Spaces," in *Advances in Consumer Research*, Vol. 11, ed.

- Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 56-62.
- Morris B. Holbrook (1985), "The Consumer Researcher Visits Radio City: Dancing in the Dark," in *Advances in Consumer Research*, Vol. 12, ed. Elizabeth C. Hirschman and Morris B. Holbrook, Provo, UT: Association for Consumer Research, 28-31.
- Morris B. Holbrook (1985), "Why Business Is Bad for Consumer Research: The Three Bears Revisited," in *Advances in Consumer Research*, Vol. 12, ed. Elizabeth C. Hirschman and Morris B. Holbrook, Provo, UT: Association for Consumer Research, 145-156.
- Morris B. Holbrook and Ernest Lawrence Thayer (1985), "Casey at the Conference: Some Reflections on the ACR Experience" (based on Thayer's poem, "Casey at the Bat"), in *Advances in Consumer Research*, Vol. 12, ed. Elizabeth C. Hirschman and Morris B. Holbrook, Provo, UT: Association for Consumer Research, 598-600.
- Punam Anand and Morris B. Holbrook (1986), "Chasing the Wundt Curve: An Adventure in Consumer Esthetics," in *Advances in Consumer Research*, Vol. 13, ed. Richard J. Lutz, Provo, UT: Association for Consumer Research, 655-657.
- Morris B. Holbrook (1986), "I'm Hip: An Autobiographical Account of Some Consumption Experiences," in *Advances in Consumer Research*, Vol. 13, ed. Richard J. Lutz, Provo, UT: Association for Consumer Research, 614-618.
- Morris B. Holbrook (1986), "The Place of Marketing Research on the Business-Research Continuum," in *Marketing Education: Knowledge Development, Dissemination, and Utilization*, ed. Joseph Guiltinan and Dale Achabal, Proceedings of the Winter Educators' Conference, Chicago, IL: American Marketing Association, 11-15.
- Morris B. Holbrook (1986), "The Role of Emotion in the Consumption Experience: Actions and reactions in Consumer Behavior" (Abstract), in *Advances in Consumer Research*, Vol. 13, ed. Richard J. Lutz, Provo, UT: Association for Consumer Research, 666.
- Morris B. Holbrook (1986), "Whither ACR? Some Pastoral Reflections on Bears, Baltimore, Baseball, and Resurrecting Consumer Research," in *Advances in Consumer Research*, Vol. 13, ed. Richard J. Lutz, Provo, UT: Association for Consumer Research, 436-441.
- Morris B. Holbrook (1987), "An Audiovisual Inventory of Some Fanatic Consumer Behavior: The 25-Cent Tour of a Jazz Collector's Home," in *Advances in Consumer Research*, Vol. 14, ed. Melanie R. Wallendorf and Paul F. Anderson, Provo, UT: Association for Consumer Research, 144-149.
- Morris B. Holbrook (1987), "The Dramatic Side of Consumer Research: The Semiology of Consumption Symbolism in the Arts," in *Advances in Consumer Research*, Vol. 14, ed. Melanie R. Wallendorf and Paul F. Anderson, Provo, UT: Association for Consumer

Research, 237-240.

- Morris B. Holbrook (1987), "From the Log of a Consumer Researcher: Reflections on the Odyssey," in *Advances in Consumer Research*, Vol. 14, ed. Melanie R. Wallendorf and Paul F. Anderson, Provo, UT: Association for Consumer Research, 365-369.
- Morris B. Holbrook (1987), "Some Notes on the Banausic Interrelationships Among Marketing Academics and Practitioners," in *Marketing Theory*, ed. Russell W. Belk, Gerald Zaltman, and Others, Proceedings of the Winter Educators' Conference, Chicago, IL: American Marketing Association, 342-343.
- Morris B. Holbrook (1987), "What *Is* Marketing Research?" in *Marketing Theory*, ed. Russell W. Belk, Gerald Zaltman, and Others, Proceedings of the Winter Educators' Conference, Chicago, IL: American Marketing Association, 214-216.
- Russell W. Belk, Melanie Wallendorf, John Sherry, Morris Holbrook, Scott Roberts (1988), "Collectors and Collecting," in *Advances in Consumer Research*, Vol. 15, ed. Michael J. Houston, Provo, UT: Association for Consumer Research, 548-553.
- Morris B. Holbrook (1988), "The Positivistic and Interpretive Sides of Semiotic Research on Artistic Consumption: Hermes Speaks," in *Marketing: A Return to Broader Dimensions*, AMA Winter Proceedings, ed. Stanley Shapiro and A. H. Walle, Chicago, IL: American Marketing Association, 494-497.
- Morris B. Holbrook (1988), "Steps Toward a Psychoanalytic Interpretation of Consumption: A Meta-Meta-Meta-Analysis of Some Issues Raised by the Consumer Behavior Odyssey," in *Advances in Consumer Research*, Vol. 15, ed. Michael J. Houston, Provo, UT, Association for Consumer Research, 537-542.
- Morris B. Holbrook (1989), "Aftermath of the Task Force: Dogmatism and Catastrophe in the Development of Marketing Thought" (President's Column), *ACR Newsletter*, (September), 1-11.
- Morris B. Holbrook (1989), "Farewell Address" (President's Column), *ACR Newsletter*, (December), 1-9.
- Morris B. Holbrook (1989), "Seven Routes to Facilitating the Semiological Interpretation of Consumption Symbolism and Marketing Imagery in Works of Art: Some Tips for Wildcats," in *Advances in Consumer Research*, Vol. 16, ed. Thomas R. Srull, Provo, UT: Association for Consumer Research, 420-425.
- Morris B. Holbrook (1989), "Some Words of Inspiration on Research, Religion, Bach, and Baseball" (President's Column), *ACR Newsletter*, (March), 1-3.

- Morris B. Holbrook (1989), “‘These Foolish Things,’ ‘The Dear Departed Past,’ and the Songs of David Frishberg: A Commentary and Critique” (President’s Column), *ACR Newsletter*, (June), 1-8.
- Morris B. Holbrook (1990), “Holbrook’s Reply to Pechmann: Prelude and Poem,” *ACR Newsletter*, (September), 4; also in Holbrook (1995), *Consumer Research: Introspective Essays on the Study of Consumption*, Thousand Oaks, CA: Sage Publications, 316-317.
- Morris B. Holbrook (1990), “On Hatching a Program of Consumer Research: An Elephant’s Faithful One Hundred Percent,” *ACR Newsletter*, (December), 15-18.
- Morris B. Holbrook (1990), “The Role of Lyricism in Research on Consumer Emotions: Skylark, Have You Anything to Say to Me?,” in *Advances in Consumer Research*, Vol. 17, ed. Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay, Provo, UT: Association for Consumer Research, 1-18.
- Morris B. Holbrook (1991), “What Do MBA’s Like?” *ACR Newsletter*, (June), 5-6.
- Morris B. Holbrook and Robert M. Schindler (1991), “Echoes of the Dear Departed Past: Some Work in Progress On Nostalgia,” in *Advances in Consumer Research*, Vol. 18, ed. Rebecca H. Holman and Michael R. Solomon, Provo, UT: Association for Consumer Research, 330-333.
- Anon E. Mush (Morris B. Holbrook) (1991), “Research Notes: Paper,” *ACR Newsletter*, (December), 14-17.
- Morris B. Holbrook (1992), “Just Junior, Dizzy, and Me on the Way to Our Gig,” *Marketing Signs* (Nos. 14-15), 1 and 15-18.
- Morris B. Holbrook (1992), “Patterns, Personalities, and Complex Relationships in the Effects of Self on Mundane Everyday Consumption: These Are 495 of My Most and Least Favorite Things,” in *Advances in Consumer Research*, Vol. 19, ed. John F. Sherry, Jr., and Brian Sternthal, Provo, UT: Association for Consumer Research, 417-423.
- Morris B. Holbrook (1992), “A Tribute to John O’Shaughnessy on the Occasion of His Retirement,” *ACR Newsletter*, (September), 10-13.
- Elizabeth Cooper-Martin and Morris B. Holbrook (1993), “Ethical Consumption Experiences and Ethical Space,” in *Advances in Consumer Research*, Vol. 20, ed. Leigh McAlister and Michael L. Rothschild, Provo, UT: Association for Consumer Research, 113-118.
- Morris B. Holbrook (1993), “Comments on the Report of the AMA Task Force on the Development of Marketing Thought,” in *Enhancing Knowledge Development in Marketing: Perspectives and Viewpoints*, ed. P. Rajan Varadarajan and Anil Menon,

Chicago, IL: American Marketing Association, 19-23.

- Nader T. Tavassoli, Lauren Goldberg Block, Bernd H. Schmitt, and Morris B. Holbrook (1993), "Perceptions of Western Products in Transforming Socialist Countries: The Moderating Role of Political Orientation," in *European Advances in Consumer Research*, Vol. 1, ed. Gary J. Bamossy and W. Fred van Raaij, Provo, UT: Association for Consumer Research, 226-232.
- Morris B. Holbrook (1994), "Ethics in Consumer Research: An Overview and Prospectus," in *Advances in Consumer Research*, Vol. 21, ed. Chris T. Allen and Deborah Roedder John, Provo, UT: Association for Consumer Research, 566-571.
- Morris B. Holbrook (1995), "On Eschatology, Onanist Scatology, or Honest Catology? Cats Swinging, Scat Singing, and Cat Slinging as Riffs, Rifts, and Writs in a Catalytic Catechism for the Cataclysm," in *Proceedings of the Marketing Eschatology Retreat*, ed. Stephen Brown, Jim Bell, and David Carson, University of Ulster, Belfast, 28-47.
- Morris B. Holbrook (1995), "Seven Pieces of Wisdom on Consumer Research From Sandy, Quarter, Tommy, Matthew, Paul, Dave, and Dolly: A Love Letter to ACR" (speech given on the occasion of receiving the Fellows Award from the Association for Consumer Research), in *Advances in Consumer Research*, Vol. 22, ed. Frank R. Kardes and Mita Sujun, Provo, UT: Association for Consumer Research, 16-20.
- Morris B. Holbrook (1996), "Blizzard of 1996" (Stereograph), *Stereo World*, 23 (2, May/June), 1.
- Morris B. Holbrook (1996), "SPECIAL SESSION SUMMARY: Customer Value – A Framework For Analysis and Research," in *Advances in Consumer Research*, Vol. 23, ed. Kim P. Corfman and John G. Lynch, Jr., Provo, UT: Association for Consumer Research, 138-142.
- Morris B. Holbrook (1997), "Camouflage" (Stereograph), *Stereo World*, 24 (2, May/June), 1.
- Morris B. Holbrook (1997), "Marketing Across Or Beyond, Without Or Among, And At Or On the Borders: Some Literal, Littoral, And Literary Ideas Whose Times Definitely Have, Probably Have Not, And Maybe Might Have Come" (Keynote Address), in *Marketing Without Borders*, Proceedings of the 31st Annual Conference, Manchester Metropolitan University, Manchester, UK: Academy of Marketing, 811-849.
- Morris B. Holbrook (1999), "Bicycles," *Stereo World* (Stereograph), 26 (2-3, May/June/July/August), 1.
- Morris B. Holbrook (1999), "Overview of Presentations By Morris B. Holbrook To Various Groups in Japan," *ad. 9*, (No. 518, September), 28-33 (published by Dentsu, Tokyo, in

Japanese).

Morris B. Holbrook (1999), "What Stereography Can Do For You: The Power of Three-Dimensional Visual Displays in Quantitative and Qualitative Marketing and Consumer Research," *ad. 2*, (No. 512, February), 30-35 (published by Dentsu, Tokyo, in Japanese).

Morris B. Holbrook and Takeo Kuwahara (1999), "Postmodern Marketing," *ad. 1*, (No. 511, January), 30-35 (published by Dentsu, Tokyo, in Japanese).

Morris B. Holbrook and Takeo Kuwahara (1999), "Probing Explorations, Deep Displays, Virtual Reality, and Profound Insights: The Four Faces of Stereographic Three-Dimensional Images in Marketing and Consumer Research," in *Advances in Consumer Research*, Vol. 26, ed. Eric J. Arnould and Linda M. Scott, Provo, UT: Association for Consumer Research, 240-250.

Morris B. Holbrook (2001), "The Ballad of H. Keith Hunt," *Advances in Consumer Research*, Vol. 28, ed. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA: Association for Consumer Research, 6.

Morris B. Holbrook (2001), "Postmodern Consumer Research: Definition, Genesis, Introspections, and Stereopsis," *Diamond Harvard Business Review (Japan)*, 6 (June), 141-145 (in Japanese).

Morris B. Holbrook (2001-2002), "ACR Fellows' Bookshelf," *ACR News*, (Winter 2001), 34-38, (Spring 2002), 38-40, (Fall 2002), 38-41.

Morris B. Holbrook (2002), "Having Fun With Qualitative Methods or Interpretive Approaches in Marketing and Consumer Research," *ACR News*, Fall 2002, 5-8.

Morris B. Holbrook (2007), "Marketing To Pet Owners," *Contact*, (Summer), 38.

AUTHORED BOOKS

Elizabeth C. Hirschman and Morris B. Holbrook (1992), *Postmodern Consumer Research: The Study of Consumption As Text*, Newbury Park, CA: Sage Publications.

Morris B. Holbrook (1993), *Daytime Television Game Shows and the Celebration of Merchandise: The Price Is Right*, Bowling Green, OH: Bowling Green University Popular Press.

Morris B. Holbrook and Elizabeth C. Hirschman (1993), *The Semiotics of Consumption: Interpreting Symbolic Consumer Behavior in Popular Culture and Works of Art*, Berlin / New York, NY: Mouton De Gruyter.

Morris B. Holbrook (1995), *Consumer Research: Introspective Essays on the Study of Consumption*, Thousand Oaks, CA: Sage Publications.

Morris B. Holbrook (2007), *Playing the Changes on the Jazz Metaphor: An Expanded Conceptualization of Music-, Management-, and Marketing-Related Themes*, Hanover, MA: now Publishers, Inc.

Morris B. Holbrook (2011), *Music, Movies, Meanings, and Markets: Cinemajazzamatazz*, New York, NY: Routledge.

Morris B. Holbrook (2015), *Legends in Consumer Behavior: Morris B. Holbrook*, Series Editor Jagdish N. Sheth, New Delhi, India: Sage Publications, in 15 Volumes, as follows:

Volume 1, *Traditional Decision-Oriented Approaches: Attitude, Information-Processing, and Features-Perceptions-Affect Models*, ed. Joel Huber

Volume 2, “Radical” *Experiential Views: The Consumption Experience and Customer Value*, ed. Elizabeth C. Hirschman

Volume 3, *Emotions*, ed. Meryl P. Gardner

Volume 4, *Esthetics and Tastes, Part I: Art and Entertainment*, ed. Finola Kerrigan

Volume 5, *Esthetics and Tastes, Part II: Effects of Personality, Class, and Expertise*, ed. Michela Addis

Volume 6, *Nostalgia and Age-Related Preferences*, ed. Robert M. Schindler

Volume 7, *Quantitative Methods: MDS, MDA, CCA, and Beyond*, ed. William L. Moore

Volume 8, *Qualitative Methods, Part I: Interpretive Approaches*, ed. John O’Shaughnessy

Volume 9, *Qualitative Methods, Part II: Symbolic Consumer Behavior or Consumption Symbolism*, ed. Alan Bradshaw

Volume 10, *Qualitative Methods, Part III: Subjective Personal Introspection*, ed. Stephen J. Gould

Volume 11, *Marketing Applications: Branding, Communications, and Strategy*, ed. Pierre Berthon

Volume 12, *Macromarketing Applications, Part I: Ethical Concerns, Social Issues, and*

Animal Companions, ed. Clifford J. Shultz, II

Volume 13, *Macromarketing Applications, Part II: Marketing Versus Consumer Research*, ed. Ronald Paul Hill

Volume 14, *Inspirational Applications, Part I: Marketing Education*, ed. Herbert Jack Rotfeld

Volume 15, *Inspirational Applications, Part II: Scholarship and Creativity*, ed. William L. Wilkie

EDITED BOOKS

Elizabeth C. Hirschman and Morris B. Holbrook, editors (1981), *Symbolic Consumer Behavior*, Ann Arbor, MI: Association for Consumer Research.

Elizabeth C. Hirschman and Morris B. Holbrook, editors (1985), *Advances in Consumer Research*, Vol. 12, Provo, UT: Association for Consumer Research.

Russell W. Belk, Gerald Zaltman, and Seven Others (including Morris B. Holbrook), editors (1987), *Marketing Theory*, Chicago, IL: American Marketing Association.

Morris B. Holbrook (ed. 1999), *Consumer Value – A Framework for Analysis and Research* {with contributions from nine leading consumer researchers on the nature and types of customer value}, London, UK: Routledge.

VIDEOTAPES

Morris B. Holbrook (ed. 1989), *John Howard: A Life in Learning*, Chicago, IL: American Marketing Association. (Note: This tape was prepared as part of the American Marketing Association's "Oral History Project," under the general guidance of Gerald Zaltman, University of Pittsburgh. It features an interview with Professor Emeritus John Howard on his career, with special emphasis devoted to his contributions to marketing and buyer-behavior theory. In this tape, Morris B. Holbrook serves as the interviewer, John Howard as the subject. Holbrook played the major role in editing several hours of material down to about a 1.5-hour finished product.)

Morris B. Holbrook (1996), *Consumer Behaviour: The Bloodless Revolution in Marketing Thought*, Perth, Western Australia: Edith Cowan University (25-minute presentation of key points from *Consumer Research: Introspective Essays on the Study of Consumption* [Holbrook 1995]).

CONFERENCES AND SPECIAL TOPICS SESSIONS

Organized and chaired Special Topic Session entitled “Consumer Esthetics: Emerging Theory and Marketing Applications,” Tenth Annual Conference, Association for Consumer Research, San Francisco, October 1979.

Organized and co-chaired Conference on “Consumer Esthetics and Symbolic Consumption,” with Elizabeth C. Hirschman, New York University, May 1980.

Chaired Theory-and-Public-Policy track, Summer Educators' Conference, American Marketing Association, Chicago, 1984.

Organized and co-chaired Fourteenth Annual Conference, with Elizabeth C. Hirschman, Association for Consumer Research, Washington, D. C., 1984.

Organized and co-chaired Special Topic Session entitled “Whither ACR?,” with Elizabeth C. Hirschman, Fifteenth Annual Conference, Association for Consumer Research, Las Vegas, October 1985.

Organized and chaired Special Session entitled “Great Contributions to Marketing Knowledge: Identifying Masterpieces, Recognizing Masters, and Anticipating Masterworks,” Winter Educators' Conference, American Marketing Association, St. Petersburg, 1986.

Organized and chaired Special Topic Session entitled “Fanatic Consumer Behavior: Collectors, Cognoscenti, Compulsives, and Other Captives of Deeply Involved Consumption,” Sixteenth Annual Conference, Association for Consumer Research, Toronto, October 1986.

Organized and chaired Special Topic Session entitled “Societal Effects of Market Related Symbols: Hermeneutics and Semiotics,” Winter Educators' Conference, American Marketing Association, San Diego, 1988.

Organized and Chaired Special Topic Session entitled “Customer Value,” Fall Conference, Association for Consumer Research, Minneapolis, MN, October 1995. {This was the best-attended session since they started keeping track five years earlier.}

PRESENTATIONS (Beyond Those Previously Listed Under “PAPERS”)

“Some Tentative Conclusions from an Experimental Study of the Communication Effects of Advertising,” presented to the Marketing Research Council, New York, March 21, 1975.

“Some Differences Between ‘Pure’ and ‘Applied’ Approaches to the Study of Alphabetic

Confusions,” presented at the Meeting of the Mathematical Psychology and Psychonomic Societies, Hamilton, Ontario, August 1978.

“The Study of Stress: A Report of Research Findings,” with Michael J. Ryan, presented at the Meeting of the National Association of Fleet Administrators, Portland, Oregon, May 1979.

“Brand Spaces Derived by Canonical Correlation: A Discussion, Comparison, and Illustration of Objects-, Features-, and Interactions-Based Methods,” with William L. Moore, presented at the Third ORSA/TIMS Conference on Market Measurement and Analysis, New York, March 1981.

Panel Discussion, Market Research Council, Yale Club, January 1982.

“The Red Badge of Consumption,” University of Chicago, June 1982.

“Just When You Thought It Was Safe To Ignore Affective Overtones: Halo V,” University of Connecticut, May 1983.

Discussant for session on “Life Cycle and Consumer Research,” Summer Educators' Conference, American Marketing Association, 1983.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” University of Utah, May 1984.

“Mapping the Market for Fashion: Complementarity in Aggregate Patterns of Revealed Preference” (presented at the AMA Doctoral Consortium, Northwestern University, August 1984).

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” University of Michigan, October 1984.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” Ohio State University, Spring 1985.

“Philosophy and Methodology for Studying the Consumption Experience,” with Elizabeth C. Hirschman, Workshop on Marketing Theory, American Marketing Association, Virginia Polytechnic Institute, May 1985.

“Rigor Versus Relevance in Marketing Teaching and Research,” informal presentation at the Winter Educators' Conference, American Marketing Association, St. Petersburg, 1986.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” University of Quebec at Montreal, John LaBatt Seminar, October 1986.

Discussant for session on “Continuous Measures of Advertising Response,” Annual Conference, Association for Consumer Research, 1986.

“Bombs, Burnouts, and Bigamists in the Career Cycles of Marketing Academics,” with Paul N. Bloom and Albert R. Wildt, presented at the Winter Educators’ Conference, American Marketing Association, San Antonio, 1987.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” Dartmouth, Tuck School, May 1987.

“The Positivistic and Interpretive Sides of Semiotic Research on Artistic Consumption: Hermes Speaks,” presented at the Annual Conference, American Association of Public Opinion Researchers, Hershey, PA, Summer 1987.

“Bombs, Burnouts, and Bigamists in the Career Cycles of Marketing Academics,” with Paul N. Bloom and Albert R. Wildt, presented at the Summer Educators’ Conference, American Marketing Association, Toronto, 1987.

“Things I Believe: Some Comparative Confessions of a Conceptual Humanist,” presented at the AMA Doctoral Consortium, New York University, New York, 1987.

Discussant for a session on “The Components of Pictorial Representation,” Annual Conference, Association for Consumer Research, Boston, 1987.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” Visiting Scholar Lecture, University of Illinois, School of Communication, November 1987.

Discussant for a session entitled “Society's Provisioner: Shall We Abdicate Marketing’s Responsibility for Form Utility?” Winter Educators’ Conference, American Marketing Association, San Diego, 1988.

Discussant for a session on “Problems and Controversies in Consumption in Society,” Winter Educators’ Conference, American Marketing Association, San Diego, 1988.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” McGill, Montreal, April 1988.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” Wharton, April 1988.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” U.C.L.A., May 1988.

“Purpose, Philosophy, Perspective, and Personality in Evaluating Research on Marketing: Some Propensities and Potentialities for Commentary and Criticism,” presented at the Summer Educators’ Conference, American Marketing Association, San Francisco, 1988.

Discussant for session on “Empirical Factors in ... Consumption,” Annual Conference, Association for Consumer Research, Hawaii, October 1988.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” Visiting Scholar Lecture, University of British Columbia, July 1989.

“Aftermath of the Task Force: Dogmatism and Catastrophe in the Development of Marketing Thought,” presented at special plenary session on the AMA Task Force, Summer Educators' Conference, American Marketing Association, Chicago, August 1989.

“Context Effects and Measurement Indeterminacy in Consumer Judgments,” presented by Rashi Glazer, Annual Conference, Association for Consumer Research, New Orleans, October 1989.

“The Role of Lyricism in Research on Consumer Emotions: Skylark, Have You Anything to Say to Me?,” presented as Presidential Address, Annual Conference, Association for Consumer Research, New Orleans, October 1989.

Discussant for session on “The Forest or the Trees?: Perspectives on Product Complementarity,” Annual Conference, Association for Consumer Research, New Orleans, October 1989.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” Rutgers – New Brunswick, December 1989.

“Axiology in Consumer Research: The Nature of Value in the Consumption Experience,” University of Arizona, February 1990.

“The Social and Ethical Implications of Uptown Cigarettes,” roundtable panel discussion, AMA Marketing Club, Graduate School of Business, Columbia University, March 1990.

Master of Ceremonies for Marketing Symposium on “Marketing to Environmentally Conscious Consumers,” CUGSB, November 1990.

Jeffrey F. Durgee, Morris B. Holbrook, and Melanie Wallendorf, “Systematic Recording: Using Visual Research Methods to Record and Analyze Upper Middle Class Women’s Taste in House and Interior Design” (presented by J. Durgee), American Marketing Association, Winter Conference, February 1991.

“A Brief History of Morris the Cat: Still Crazy After All These Years,” Marketing PhD

Seminar, Columbia University, Spring 1991.

T. J. Olney and Morris B. Holbrook (1991), "The Effects of Emotion in Television Advertising on Attention and Attitude Toward the Ad," in *Tears, Cheers, and Fears: The Role of Emotions in Advertising*, Conference Summary, ed. Carolyn Yoon, Marketing Science Institute, Report Number 91-112, May 1991, 18-19; presented at the Conference on "The Role of Emotion in Advertising," Marketing Science Institute, Duke University, Spring 1991.

"The Effectiveness of Emotional Ads and Campaigns in a Complex Media Environment" (Group Leader), Marketing Science Institute, Conference on "The Role of Emotion in Advertising," Duke University, Spring 1991.

"A Brief History of Morris the Cat: Still Crazy After All These Years," Stanford Marketing Camp, August 1991.

Dennis W. Rook and Morris B. Holbrook, "Durable Fantasies: A Case of Judy and Her Refrigerator Wonderland" (presented by D. Rook), Association for Consumer Research, Fall Conference, October 1991.

Discussant, "Multicultural Perspectives on Identity and Consumer Behavior: A 'Thick' Introspective Approach," Association for Consumer Research, Fall Conference, October 1991.

Discussant, Special Topic Session, "Consumer Behavior Related to Social Ideas Advertising," Association for Consumer Research, Fall Conference, October 1991.

Discussant, Special Topic Session, "The Effects of Visually and Verbally Presented Information in Advertising," Association for Consumer Research, Fall Conference, October 1991.

"A Brief History of Morris the Cat: Still Crazy After All These Years," Marketing Pro Seminar, Columbia University, Spring 1992.

"A Brief History of Morris the Cat: Still Crazy After All These Years," Iowa State University, Summer 1992.

"Axiology in Consumer Research: The Nature of Value in the Consumption Experience," Iowa State University, Summer 1992.

Barbara Kahn, Joel Huber, and Morris B. Holbrook, "The Impact of Time Pressure and Information Consistency on the Choice of Brands Spanning a Price-Quality Continuum," presented by Barbara Kahn, Fall Conference, Association for Consumer Research, Vancouver, October 1992.

Robert M. Schindler and Morris B. Holbrook, “The Role of Nostalgia in the Appreciation of the Dear Departed Past: Update on a Program of Research,” presented by R. M. Schindler, Fall Conference, Association for Consumer Research, Vancouver, October 1992.

“Gratitudes and Latitudes in MBA Attitudes,” Wharton-Columbia Colloquium, January 1993.

“The Price Is Right,” Marketing Camp, University of California – Los Angeles, February 1993.

“A Brief History of Morris the Cat: Still Crazy After All These Years,” Washington State University, Vancouver, WA, June, 1993.

“Gratitudes and Latitudes in MBA Attitudes,” University of Michigan, Phelps Lecture Series, April 1994.

“Using Connoisseurs to Predict Mass Tastes” (based on work with Robert Schindler and Eric Greenleaf), New Jersey Institute of Technology, Symposium on Beauty, April 1994.

“A Brief History of Morris the Cat: Still Crazy After All These Years,” University of Washington, Marketing Camp, Seattle, WA, September 1994.

“Seven Pieces of Wisdom on Consumer Research From Sandy, Quarter, Tommy, Matthew, Paul, Dave, and Dolly: A Love Letter to ACR,” presented on the occasion of receiving the Fellows Award from the Association for Consumer Research, Boston, October 1994.

Discussant, Special Topic Session, “Framing Consumption As Play,” Association for Consumer Research, Boston, October 1994.

Discussant, Special Topic Session, “Product Design, Aesthetics, and Consumer Research,” Association for Consumer Research, Boston, October 1994.

“Ethics in Consumer Research,” Marketing Masters Consortium, University of Quebec at Montreal, Montreal, February 1995.

“The History of Consumer Research,” Marketing Pro Seminar, Graduate School of Business, Columbia University, March 30, 1995.

Panel Presentation (James Bettman, Morris Holbrook, and Brian Sternthal, chaired by Eric Johnson) on “The Future of Research on Consumer Behavior,” AMA Doctoral Consortium, Wharton, August 1995.

Chaired “Fifth Dispensation,” Marketing Eschatology Retreat, St. Clement's Retreat, Belfast, September 1995.

“Communications and Customer Value,” Institute For Marketing Communications and Strategy,

sponsored by American Marketing Association and Graduate School of Business Administration, Baruch College, October 31, 1995.

“A Brief History of Morris the Cat: Still Crazy After All These Years,” Edith Cowan University, Marketing Class, March 1996.

Commencement Address, School of Business, Edith Cowan University, March 1996.

“Communications and Customer Value,” Edith Cowan University, Perth Australia, March 1996.

“Communications and Customer Value,” University of Texas, Austin, May 1996.

Discussant, Special Topic Session on “Music, Meaning, and Magic: Revisiting Music Research,” Association for Consumer Research, Conference, Tucson, October 1996.

Panel Discussion, “Research Issues in Consumer Behavior,” Haring Symposium, Indiana University, April 1997.

“Tribute to Don Lehmann: Who's the Greatest Yankee of Them All?” First Annual *Marketing Letters* Conference, Columbia Business School, May 10, 1997.

“Marketing Across Or Beyond, Without Or Among, And At Or On the Borders: Some Literal, Littoral, And Literary Ideas Whose Times Definitely Have, Probably Have Not, And Maybe Might Have Come,” (Keynote Address), 31st Annual Conference, Academy of Marketing, Manchester Metropolitan University, Manchester, UK, 1997.

“What Stereography Can Do For You: The Power of Three-Dimensional Visual Displays in Quantitative and Qualitative Marketing and Consumer Research,” presented at the Doctoral Consortium, American Marketing Association, University of Georgia, August 1998.

Morris B. Holbrook and Takeo Kuwahara, “The Morris & Takeo Slide Show,” Conference of the Association for Consumer Research, Montreal, October, 1998.

“Stereo 3-D Representations in Marketing and Consumer Research,” presented to Prof. Lauren Goldberg Block’s Doctoral Seminar, New York University, February, 1999.

“Commercial Communication and Understanding the Consumer,” informal presentation at Dentsu, Inc., Tokyo, June, 1999.

“Customer Value...,” presented at Diamond, Inc., Tokyo, June, 1999.

“Customer Value...,” presented at Hakuhodo, Inc., Tokyo, June, 1999.

“Customer Value...,” presented at the Japanese Marketing Association, Tokyo, June, 1999.

Morris B. Holbrook and Takeo Kuwahara (1999), “Probing Explorations, Deep Displays, Virtual Reality, and Profound Insights: The Four Faces of Stereographic Three-Dimensional Images in Marketing and Consumer Research,” Japan Association for Consumer Studies, Conference in Hakodate, June 1999.

Morris B. Holbrook and Takeo Kuwahara (1999), “What Happiness Means to Me: A Collective Stereographic Photo Essay,” Conference on the 21st Century Consumer, Japan Economic Journal/Nikkei Research Institute of Industry and Markets, Tokyo, June, 1999.

Robert M. Schindler and Morris B. Holbrook, “Nostalgia for Early Experience as a Determinant of Consumer Preferences for Automobile Styles,” presented at the Fall Conference, Association for Consumer Research, Columbus, OH, October, 1999.

“Applications of Stereography in Marketing and Communication Research,” Fordham University, November, 1999.

Master of Ceremonies, “Tribute to H. Keith Hunt,” Annual Conference, Association for Consumer Research, Salt Lake City, October, 2000.

“Ce Que Le Bonheur Signifie Pour Moi: Une Composition Collective De Photos Stéréographiques” (“What Happiness Means to Me: A Collective Stereographic Photo Essay”), École des Hautes Études Commerciales de Montreal (HEC), April 28, 2000.

Clifford J. Shultz, II, and Morris B. Holbrook, “Marketing and Consumption in the Wake of Social Unrest and Military Conflict: A View from the Field” (presented by Clifford J. Shultz, II), AMA Winter Educator’s Conference, Winter 2001.

Arjun Chaudhuri and Morris B. Holbrook, “Product Class Effects on Brand Commitment and Brand Outcomes: The Role of Brand Trust and Brand Affect” (presented by Arjun Chaudhuri), European ACR Conference, Berlin, June 2001.

“Technology Performs Services that Provide Customer Value: Some Radical Reflections on Axiological Axioms” OR “All Products Perform Services That Provide Customer Value: Applying Axiology to an Analysis of ‘Ancient’ Artifacts,” Luncheon Speech, AMA Doctoral Consortium, University of Miami, June 2001.

“A Brief Autobiography of Research on Films,” Third Annual Scholars Workshop in Motion Picture Industry Studies, DeSantis Center, Florida Atlantic University, November 9, 2001.

“Having Fun with Qualitative Methods or Interpretive Approaches in Marketing and Consumer Research,” AMA Sheth Foundation Doctoral Consortium, Goizueta Business School, Emory University, Atlanta, GA, June 2002.

- “Comments on the Mallen Prize,” Business and Economics Scholars Workshop in Motion Picture Industry Studies, Fort Lauderdale, November 2002.
- “Customer Value As a Guide to Subjective Personal Introspection on the Meanings of a Photograph Collection: Applying Axiology to the Autoethnography of Ancient Artifacts,” Fall 2002 Conference of the Society for Marketing Advances, St. Pete Beach, FL, November 2002.
- “Customer Value As a Guide to Subjective Personal Introspection on the Meanings of a Photograph Collection: Applying Axiology to the Autoethnography of Ancient Artifacts,” Wroe Alderson Distinguished Lecture Series, The Wharton School, University of Pennsylvania, May 2003.
- “Outside the Box: Alternative Perspectives and Opportunities,” AMA Sheth Foundation Doctoral Consortium, University of Minnesota, Minneapolis, MN, June 2003.
- “Popular Appeal Versus Expert Evaluation of Motion Pictures: Do Consumers Have Good Taste?” Business and Economics Scholars Workshop in Motion Picture Industry Studies, Fort Lauderdale, November 2003.
- “The Dialectic Diaries: Be Introspective; Read My Biography; Don’t Be Introspective ... Yet,” AMA Sheth Foundation Doctoral Consortium, Texas A&M University, June 2004.
- “The Role of Ordinary Evaluations in the Market for Popular Culture: Do Consumers Have ‘Good Taste’?” Graduate School of Business, Columbia University, June 2005.
- “The Role of Ordinary Evaluations in the Market for Popular Culture: Do Consumers Have ‘Good Taste’?” University of Massachusetts – Amherst, October 2005.
- Alan Bradshaw and Morris B. Holbrook, “Remembering Chet: Theorising the Mythology of the Self-Destructive Artist as Self-Producer and Self-Consumer” (presented by Alan Bradshaw), Leeds International Jazz Conference, March 2006.
- Alan Bradshaw and Morris B. Holbrook, “Must We Have Muzak Wherever We Go? A Critical Consideration of the Consumer Culture” (presented by Alan Bradshaw), Consumer-Culture Theory Conference, Summer 2006.
- “Taste Versus the Market: An Extension of Research on the Consumption of Motion Pictures” (based on work with Michela Addis), Film Scholars’ Workshop, DeSantis Center, Florida Atlantic University, November 2006.
- “Taste Versus the Market: An Extension of Research on the Consumption of Popular Culture” (based on work with Michela Addis), Marquette University, April 2007.

“Tribute to Robert Schindler,” Annual Pricing Conference, Fordham University, New York City, September 28, 2007.

“Tribute to Barbara Stern,” presented at Professor Stern’s memorial service, New York, January 31, 2009.

“Remembrance: David W. Miller,” presented at Professor Miller’s memorial service, New York, June 10, 2010.

CASES

Morris B. Holbrook (1975), “A Conversation on Equal Rights” (unisex barber shop).

Morris B. Holbrook (1975), “St. Simon's Episcopal Church” (market-positioning problem).

John Farley, Morris Holbrook, Mac Hulbert, James Lewis, and Michael Ryan (1975), “Fleet Administration at the Bayea Corporation,” (on fleet administration).

Morris B. Holbrook (2004), “The Vanguard Mini-Case.”

Morris B. Holbrook (2004), “The Vibes Company, Inc., Part One.”

Morris B. Holbrook (2004), “The Vibes Company, Inc., Part Two.”