

JOHN ANTHONY QUELCH

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CAREER

2013-

HARVARD UNIVERSITY

Charles Edward Wilson Professor of Business Administration at Harvard Business School. Joint appointment at Harvard T.H. Chan School of Public Health as Professor in Health Policy and Management. Associate in Research, Fairbank Center for Chinese Studies. Fellow, Harvard China Fund. Member, Harvard China Advisory Board.

- Teaching new elective course “Consumers, Corporations and Public Health” to 50:50 class of MBA and MPH students.
- Faculty Chair of the joint HSPH/HBS executive education program “Customer Driven Strategies for Healthcare Professionals.”
- Conference Co-Chair for “Building A Culture of Health: A New Imperative for Business,” a collaboration of HBS, HSPH and Robert Wood Johnson Foundation.
- Special advisor to the HSPH dean on executive education, e-learning and the new DrPH degree.

2011-2013

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

Dean, Vice President and Distinguished Professor of International Management.

- Repositioned the brand to uniquely deliver “China Depth, Global Breadth” □ Increased annual revenues 31 percent to over \$100 million.
- Improved MBA global ranking in *Financial Times* to 15 from 24 and Executive MBA ranking to 7 from 18.
- Launched “Power of One” programs to integrate and rationalize faculty and staff activities at the three CEIBS campuses in Shanghai, Beijing and Shenzhen plus the CEIBS office in Ghana.
- Launched part-time Chinese language MBA in Finance. Raised full-time English language MBA enrolment to over 200.
- Upgraded curriculum and student performance standards for the largest Executive MBA worldwide (750 graduates per year). Shortened the Global Executive MBA to increase competitiveness and added on-line technology and international field trips.
- Established dual degree programs with Fletcher /Tufts and Johns Hopkins School of Public Health and a coordinated PhD with IESE.
- Recruited 24 new faculty, increasing number of full-time faculty by one-third to 69. Met personally with every faculty candidate invited to campus.
- Doubled research funding, boosted external funding from the National Science Foundation of China, launched annual faculty research awards, an international post-doctoral fellowship program, and a teaching relief program for research-productive faculty.

- Secured seven-figure funding for three new interdisciplinary research centers focused on emerging economies, China innovation, and entrepreneurship (activities included an entrepreneurship boot camp open to competitive applications from young people throughout China).
- Helped to raise \$35 million to double the size of the Shanghai campus, doubled corporate support, funded four professorial chairs, increased the percentage of students receiving scholarships by 25%, launched an annual alumni fund (8% participation in first year) and a graduating class gift.
- Set up an International Advisory Board including 30 CEOs and added 6 new international alumni clubs.
- Renewed for a further 20 years the School's governing joint venture agreement between China and the European Union.
- On completion of my two-year contract, appointed co-chair of CEIBS International Advisory Board. Awarded Silver Magnolia medal for public service by Shanghai Municipal Government.

2001-2010 **HARVARD BUSINESS SCHOOL**

Lincoln Filene Professor of Business Administration. Senior Associate Dean (2001-2008). Member of the Harvard University Committee on Rights and Responsibilities (2001-2004). Board Member of HBS Publishing Company (2005-2008).

- Chairman (2005-2008) of the Centennial Faculty Steering Group. Planned and executed 15 research colloquia and over 75 alumni events to celebrate the 100th anniversary of HBS in 2008.
- Served on the Dean's Operating Group (2001-2005) which advised the Dean on HBS management issues and oversaw a \$500 million fundraising campaign.
- As the first Senior Associate Dean for International Development (2001-2005) founded and chaired the Global Initiative Steering Group which advised the Dean on policy for all HBS activities outside the USA. Member of the Harvard University task force on international sites.
- Managed a unique network of five HBS Research Centers in Buenos Aires (opened 2000), Hong Kong (2000), Paris (2002), Tokyo (2002), and Mumbai (2005) designed to facilitate faculty research overseas.
- Developed a balanced scorecard to assess the scope and impact of HBS international research, programs and outreach.

1998-2001 **LONDON BUSINESS SCHOOL**

Dean (with Vice-Chancellor status) and Professor. Member of the London University Investments Committee.

- Led the development of a new vision ("to be the most respected international business school"), mission ("transforming futures"), objectives and value system for the School community, and converted these into organizational performance measures.
- Transformed LBS from a high quality British school into a globally competitive institution with international reach and recognition.
- Delivered to the Board of Governors a seven figure financial surplus each year despite minimal endowment and only eight months working capital cover.
- Pursued a quality growth strategy which increased full-time faculty by 30% (to 92); postgraduate degree student revenues by 54% (to £18 million); and executive education revenues by 75% (to over £19 million). Increased yield on MBA offers from 57% to 73%.
- Improved caliber of senior non-academic administrators. Strengthened faculty promotion criteria and processes to establish an up-or-out tenure system. Appointed the first woman MBA dean in LBS history.
- Launched seed capital funds to invest in student and alumni start-ups and set up a business incubator unit with University College London. Twenty-two investments.

- Established from scratch an international network of 34 alumni clubs and seven regional advisory boards with over 110 members.
- Doubled the number of Corporate Partners (to 65), launched an annual fund and graduating class gift, and increased number of individual donors per year by 75%.
- Redesigned the School's corporate identity and doubled media coverage. London Business School ranked number eight business school in the world by *The Financial Times* in 1999, 2000 and 2001.
- Launched arts initiative partnerships with the Royal Academy of Music, Royal Court Theatre and National Maritime Museum.
- LBS awarded Queen's Award for Enterprise and Investors in People certification in 2001.
- Later appointed honorary fellow of LBS and awarded CBE (Commander of the Order of the British Empire) for services to British business.

1979-98

HARVARD BUSINESS SCHOOL

- Sebastian S. Kresge Professor of Marketing (1993-1998). Professor of Business Administration (1988-93). Associate Professor (1984-88). Assistant Professor (1979-84).
- Co-Chair, Marketing Department (1994-98). Recruited 11 new faculty at all levels. Increased Marketing elective enrollments by 80%.
- Taught in the Advanced Management Program and International Senior Managers Program. Launched the International Marketing Management elective and taught the Society and Enterprise foundations course in the MBA program. Also taught in HBS executive programs on Managing Global Opportunities, Strategic Marketing Management, Retailing, and Agribusiness.
- Course Head of the First Year MBA Marketing course and Chairman of the MBA Required Course Committee. Served on Appointments Committee, Financial Aid Policy Committee, Outside Activities Committee, Elective Course Committee, Committee on Faculty Staffing Policies and Task Force on Leadership and Learning.

1977-1979

UNIVERSITY OF WESTERN ONTARIO, SCHOOL OF BUSINESS ADMINISTRATION

- Assistant Professor of Business Administration. Taught marketing courses at doctoral, graduate, undergraduate, and executive levels.

PUBLIC SERVICE

2002-2011

MASSACHUSETTS PORT AUTHORITY

Chairman and Member of the Board. Chair, Security and Safety Committee (2002-2008). Chair, Strategy and Services Committee (2008-2011)

- Served three Governors, both Democrat (Patrick) and Republican (Romney, Swift). Chaired over 100 board meetings with fewer than ten split votes.
- Oversaw the management of three airports, the seaport of Boston and over 1,000 acres of commercial real estate.
- Supervised over \$2 billion in capital spending projects including the first in-line checked baggage explosive detection system and the first LEED-certified airport terminal in the U.S.
- Maintained the second highest bond rating (AA) among U.S. port authorities, in part by implementing profit and loss reporting for each line of business.
- Collaborated with successive CEOs on the diversity initiatives that resulted in women and minorities being appointed to five of the top ten executive leadership positions.

EDUCATION

1974-77 HARVARD BUSINESS SCHOOL

Doctor of Business Administration degree, June 1977. Marketing special field.

Dissertation: "Measurement and Implications of the Relative Importance of Product Attributes". Winning Proposal, American Marketing Association 1976 thesis proposal competition.

Harvard University nominee to 1976 American Marketing Association Doctoral Consortium.

1976-77 HARVARD UNIVERSITY, SCHOOL OF PUBLIC HEALTH

Master of Science degree, June 1978. Major in Nutrition Science.

1972-74 THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration degree, June 1974. Major in Marketing. Thouron Scholarship.

1969-72 OXFORD UNIVERSITY (EXETER COLLEGE), U.K.

Bachelor of Arts degree in Modern History, July 1972. Master of Arts degree, July 1976. Open Scholarship, 1969-72. Editor of Cherwell (the university newspaper). Standing Committee, Oxford Union Society.

1962-69 NORWICH (KING EDWARD VI) SCHOOL, U.K.

COMPANY DIRECTORSHIPS

Non-Executive Director, Aramark, Inc. (since 2016)

Non- Executive Director, Luvo (since 2015) NonExecutive

Director, Propel Media (since 2015) NonExecutive

Director, Alere, Inc. (since 2003).

Non-Executive Director, Datalogix, Inc. (2014-2015).

Non-Executive Director, WPP plc (1987-2013). Chairman of the Audit Committee (1987-97).

Non-Executive Director, BBC Worldwide Americas (2008-2010)

Non-Executive Director, Pepsi Bottling Group (2005-2010) Non-

Executive Director, Epiphany Biosciences (2007-2009) NonExecutive

Director, Gentiva Health Services, Inc. (2006-2009) NonExecutive

Director, Loyalty Management UK (2002-2006).

Non-Executive Director, Reebok International Ltd. (1985-97). Chairman of the Audit Committee (1991-95).

Non-Executive Director, U.S. Office Products Company (1995-97).

Non-Executive Director, Pentland Group plc (1997-99).

Non-Executive Director, Blue Circle Industries plc (2000-2001). NonExecutive

Director, easyJet plc (2000-2003).

PUBLIC AGENCY AND NON-PROFIT DIRECTORSHIPS

Chairman and Member, Massachusetts Port Authority (2002-2011).

Non-Executive Director, Americans For Oxford (2006-2011).

Chairman, British American Business Council of New England (2008-2011).

Trustee, STARS Foundation (2002-2011).

Non-Executive Director, Accion International (2002-2006).
Non-Executive Director, Graduate Management Admission Council (1998-2001)
National Director, U.S. Council of Better Business Bureaus (1995-98).

ADVISORY BOARDS

Co-Chair, International Advisory Board, China Europe International Business School (since 2013) Member,
International Advisory Board, British American Business Inc. (since 2001).
Member, International Advisory Board, Catalonia, Spain (since 2007).
Member, Policy Committee, David Rockefeller Center for Latin American Studies (2001-06).
Member, Advisory Board, IAE Business School, Buenos Aires, Argentina (1993-98).
Member, Advisory Board, IDE Business School, Guayaquil, Ecuador (1991-98).
Member, Massachusetts Governor's Council on Economic Growth and Technology (1994-98).

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

Member, American Academy of Arts and Sciences.
Member, Trilateral Commission.
Member, Council On Foreign Relations.
Faculty Fellow, World Economic Forum.
Companion, Institute of Management.
Fellow, International Academy of Management.

HONORS

Silver Magnolia Award, Shanghai Municipal Government (2013)
Commander of the Order of the British Empire (CBE) (2011) Honorary
Doctorate, Vietnam National University (2011).
International Citizen Award, World Affairs Council of Greater Boston (2010).
Honorary Fellow, London Business School (2010)
British American Business Council of New England Leadership Award (2008).
Honorary Fellow, Exeter College, Oxford University (2004).
Honorary Consul General for the Kingdom of Morocco (New England Region) (since 2004).

PERSONAL DATA

Born: August 8, 1951, London, U.K.
Educated in Australia, U.K. and U.S.A
Recreations: Squash, tennis.

BOOKS

1. Farris, P. and J. Quelch, Advertising and Promotion Management, Radnor, PA: Chilton Book Company, 1983.
Second edition, Melbourne, FL: Krieger Publishing Company, 1987.

2. Quelch, J. and P. Farris, Cases in Advertising and Promotion Management, Plano, TX: Business Publications, Inc., First edition, 1983. Second edition, 1987. Third edition, Homewood, IL: Richard D. Irwin, Inc., 1991. Fourth edition, Burr Ridge, IL: Richard D. Irwin, Inc., 1994.
3. Shapiro, B.P., R.J. Dolan and J. Quelch, Marketing Management: Principles, Analysis and Applications, Homewood, IL: Richard D. Irwin, Inc., 1985.
4. Shapiro, B.P., R.J. Dolan and J. Quelch, Marketing Management: Strategy, Planning and Implementation, Homewood, IL: Richard D. Irwin, Inc., 1985.
5. Shapiro, B.P., R.J. Dolan and J. Quelch, Marketing Management: Readings from Theory to Practice, Homewood, IL: Richard D. Irwin, Inc., 1985.
6. Debruicker, F.S, J. Quelch and S. Ward, Cases in Consumer Behavior, Englewood Cliffs, NJ: Prentice-Hall, Inc., Second edition, 1986.
7. Buzzell, R. and J. Quelch, Multinational Marketing Management, Reading, MA: Addison-Wesley Publishing Company, 1988. Second edition, Global Marketing Management (with R. Buzzell and C. Bartlett), 1992. Third edition, Global Marketing Management (with R. Buzzell and C. Bartlett), 1995. Fourth Edition, Global Marketing Management (with C. Bartlett), 1999.
8. Quelch, J., Sales Promotion Management, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1989. Japanese translation, 1991.
9. Quelch, J., How To Market To Consumers: Ten Ways To Win, New York, NY: John Wiley & Sons, Inc., 1989.
10. Quelch, J., R. Buzzell and E. Salama, The Marketing Challenge of Europe 1992, Reading, MA: Addison-Wesley Publishing Company, 1990. Second edition, 1991. French, Italian, Japanese and Spanish translations, 1992.
11. Smith, N.C., and J. Quelch, Ethics in Marketing, Homewood, IL: Richard D. Irwin Inc., 1992.
12. Quelch, J., R. Dolan and T. Kosnik, Marketing Management, Homewood, IL: Richard D. Irwin Inc., 1993.
13. Quelch, J., K. Kashani and S. Vandermerwe, Cases in European Marketing Management, Burr Ridge, IL: Richard D. Irwin Inc., 1994.
14. Quelch, J., Cases in Product Management, Burr Ridge, IL: Richard D. Irwin Inc., 1995.
15. Quelch, J., Siew Meng Leong, Swee Hoon Ang and Chin Tiong Tan, Cases in Marketing Management and Strategy: An Asia Pacific Perspective, Singapore: Prentice-Hall Asia, 1996.
16. D'Andrea, G., and J. Quelch, Cases in Strategic Marketing Management: Business Strategies in Latin America, Upper Saddle River, NJ: Prentice Hall Inc., 2001.
17. Quelch, J., Cases in Strategic Marketing Management: Business Strategies in Muslim Countries, Upper Saddle River, NJ: Prentice Hall Inc., 2001.
18. Lal, R., J. Quelch, and V. Rangan, Marketing Management, New York, NY: McGraw Hill, Inc., 2005.
19. Gourville, J., J. Quelch, and V. Rangan, Problems and Cases in Health Care Marketing, New York, NY: McGraw Hill Inc., 2005.
20. Quelch, J., and R. Deshpande (editors), The Global Market, San Francisco, CA: Jossey-Bass, 2004.

21. Quelch, J., and N. Laidler-Kylander, The New Global Brands: Managing Non-Governmental Organizations in the 21st Century, Mason, OH: Thomson SouthWestern, 2006.
22. Quelch, J., and C. Bartlett, Global Marketing Management, Mason, OH: Thomson SouthWestern, 2006.
23. Quelch, J., Readings in Modern Marketing, Hong Kong: The Chinese University Press, 2006. Chinese and Vietnamese translations, 2008.
24. Rangan, V., J. Quelch, G. Herrero and B. Barton (editors), Business Solutions for the Global Poor, San Francisco, CA: Jossey-Bass, 2007.
25. Quelch, J., and K. Jocz, Greater Good: How Good Marketing Makes for Better Democracy, Boston, MA; Harvard Business Press, 2008.
26. Quelch, J., G. McGovern and K. Jocz, How To Manage Marketing, Hong Kong: Commercial Press, 2009. Chinese and Vietnamese translations, 2009.
27. Quelch, J., and K. Jocz, All Business Is Local, New York, NY; Portfolio Penguin, 2012.
28. Quelch, J., Consumers, Corporations and Public Health, Oxford: Oxford University Press, 2016.
29. Quelch, J., and E. Boudreau, Building A Culture Of Health: A New Imperative for Business, New York: Springer, forthcoming.

MONOGRAPHS

30. Ash, S. and J. Quelch, The New Videotex Technology and Its Impact on Retailers in Canada, Technological Innovation Studies Report No. 84, Ministry of Industry, Trade and Commerce, Ottawa, November, 1982.
31. Quelch, J., Marketing Communications in a Changing Environment, Edited compilation of Harvard Business Review articles, No. 14081, 1983.
32. Buzzell, R., J. Quelch, W. Salmon et al., Trade Promotion and Food Distribution Costs, Washington, DC: Food Marketing Institute, December, 1987.
33. Deighton, J., and J. Quelch, Economic Value of the Advertising Supported Internet Ecosystem, New York: Interactive Advertising Bureau, 2009.

JOURNAL ARTICLES, PUBLISHED PAPERS AND BOOK CHAPTERS

34. Quelch, J., "The Role of Nutrition Information in National Nutrition Policy," Nutrition Reviews, 35:11 (November 1977), pp. 289-293.
35. Quelch, J. and A. Clayton, "Nutrition and the American Consumer: A Survey of Interest Groups," Special Report, Marketing Science Institute, November 1977.
36. Clayton, A. and J. Quelch, "Nutrition and the American Consumer: A Survey of Interest Groups," Food Product Development, March 1978, pp. 80-84.
37. Austin, J., J. D'Cruz, E. Popper, and J. Quelch, "The Marketing Factor for Nonconventional Protein Products," in Max Milner, Nevin S. Scrimshaw, and Daniel I.C. Wang, editors, Protein Resources and Technology: Status and Research Needs, Westport, CT: AVI Publishing Company, Inc., 1978, pp. 111-135.

38. Quelch, J., "Behavioral and Attitudinal Measures of the Relative Importance of Product Attributes: The Case of Cold Breakfast Cereals," Preliminary Research Report, Marketing Science Institute, August 1978.
39. Quelch, J., "The Application of Information Display Research," Technical Report, Marketing Science Institute, August 1978.
40. Quelch, J., "Attitudes Toward Nutrition Labeling and Consumer Brand Preferences: The Case of Ready-to-Eat Cereals in the United States," in Marketing 1978, J.M. Boisvert and R. Savitt, editors, London, Ont.: Administrative Sciences Association of Canada, 1978, pp. 241-249.
41. Pattison, J. and J. Quelch, "Problems in Eurobond Underwriting," The Banker, 128-632, (October 1978), pp. 6875.
42. Austin, J. and J. Quelch, "National Dietary Goals: Food Industry Threat or Opportunity?" Food Policy, 4:2 (May 1979), pp. 115-128.
43. Quelch, J., "The Resource Allocation Process in Nutrition Policy Planning," American Journal of Clinical Nutrition, 32:5 (May 1979), pp. 1058-1065.
44. Quelch, J. "Measurement of the Relative Importance of Product Attribute Information: A Review of the Information Display Approach," Journal of Consumer Policy, 3:3 (1979), pp. 232-245.
45. Quelch, J., "Behavioral Measurement of the Relative Importance of Attribute-Related Information Cues: The Case of Cold Breakfast Cereals," in Advances in Consumer Research, Vol. VI, W. Wilkie, editor, Ann Arbor, MI: Association for Consumer Research, 1979, pp. 263-279.
46. Quelch, J., "Consumer Attitudes Towards Affirmative Disclosures of Nutrition Information in Breakfast Cereal Advertising," in Developments in Canadian Marketing, Vol. I, R. Tamilia, editor, Saskatoon, Sask.: Administrative Sciences Association of Canada, 1979, pp. 93-103.
47. Quelch, J., "Communicating Nutrition Information to the Consumer," in Hearings before the Subcommittee on Domestic Marketing, Consumer Relations, and Nutrition of the Committee on Agriculture, House of Representatives, No. 95-Z, Part 1, pp. 95-101, 1979.
48. Quelch, J. and S. Ash, "Preventive Health Care and Consumer Behavior: Towards a Broader Perspective," in Developments in Canadian Marketing, Vol. I, R. Tamilia, editor, Saskatoon, Sask.: Administrative Sciences Association of Canada, 1979, pp. 104-115.
49. Quelch, J., "Hospitals, Consumers and Advertising," Administrative Briefs of the American College of Hospital Administrators, 13:2 (April 1979), pp. 1-6, reprinted in Hospital Trustee, 3:4 (July/August 1979), pp. 21-23, in Journal of the Canadian Hospital Association, 56:11 (November 1979), pp. 33-36 and in Texas Hospitals, 36:3 (August 1980), pp. 22-27.
50. Quelch, J. and P. Thirkell, "Builders as Consumers: Their Role in Residential Sector Energy Conservation," in Changing Energy Use Futures, Vol. III, New York: Pergamon Press, 1979, pp. 1412-1419.
51. Quelch, J. and M. Pearce, "Advertising Waste and Consumer Protection: Issues for Policymakers and Practitioners," in Consumerism, Public Policy, and Consumer Protection, M. Baker and T. Tixier, editors, London: Social Science Research Council, 1979, pp. 349-364.
52. Pattison, J. and J. Quelch, "Branch Banking Strategies," The Bankers' Magazine, 223:1618 (January 1979), pp. 21-24.
53. Hardy, K., J. Quelch, I. Spencer, and H. Munro, "The Impact of the Cable Converter on Television Viewing Patterns: A Pilot Study," in Developments in Marketing Science, Vol. II, H. Gitlow and E. Wheatley, editors, Miami, FL: Academy of Marketing Science, 1979, pp. 114-118.
54. Hardy, K., J. Quelch, I. Spencer, and H. Munro, "The Effects of Increased Choice on Television Viewing Behavior," in Developments in Canadian Marketing, Vol. I, R. Tamilia, editor, Saskatoon, Sask.: Administrative Sciences Association of Canada, 1979, pp. 32-41.
55. Pattison, J. and J. Quelch, "International Perspectives in Bank Marketing," Canadian Banker and ICB Review, 86:3 (June 1979), pp. 34-39.

56. Pattison, J. and J. Quelch, "Marketing and Distribution Strategies for International Organizations," Intereconomics, 14:3 (May-June 1979), pp. 138-144.
57. Quelch, J., "Marketing Principles and the Future of Preventive Health Care," Millbank Memorial Fund Quarterly Health and Society, 58:2 (Spring 1980), pp. 310-347.
58. Quelch, J., "The Builder and Energy Conservation: A New Target for Public Policymakers," in Advances in Consumer Research, Vol. VII, J. Olsen, editor, Ann Arbor, MI: Association for Consumer Research, 1980, pp. 290-295.
59. Quelch, J., "Energy Conservation Policies for Builders' Purchases of Domestic Appliances," Energy Policy, 8:2 (June 1980), pp. 125-137.
60. Kennedy, J., M. Pearce, and J. Quelch, "Consumer Products Warranties: Perspectives and Issues," in Macromarketing: A Canadian Perspective, D. Thompson et al., editors, Chicago: American Marketing Association, 1980, pp. 251-272.
61. Ash, S., M. Grant, and J. Quelch, "Consumer Satisfaction with Appliances and Personal Care Equipment," in Marketing: Towards Excellence in the Eighties, V. Jones, editor, Montreal, Canada: Administrative Sciences Association of Canada, 1980, pp. 289-297.
62. Ash, S., C. Duhaime, and J. Quelch, "Consumer Satisfaction: A Comparison of English and French-Speaking Canadians," in Marketing: Towards Excellence in the Eighties, V. Jones, editor, Montreal, Canada: Administrative Sciences Association of Canada, 1980, pp. 11-20.
63. Ash, S. and J. Quelch, "Consumer Satisfaction, Dissatisfaction, and Complaining Behavior: A Comprehensive Study of Rentals, Public Transportation and Utilities," in Refining the Conceptualization and Measurement of Consumer Satisfaction and Complaining Behavior, H. Hunt and R. Day, editors, Bloomington, IN: Indiana University, 1980, pp. 120-130.
64. Quelch, J. and S. Ash, "Measuring Consumer Satisfaction and Complaint Behavior: A Study of Financial Services and Insurance," in Marketing Into the Eighties, H. Baker and M. Saren, editors, Strathclyde, Scotland: University of Strathclyde, 1980, pp. 30-47.
65. Quelch, J. and S. Ash, "Measuring Consumer Satisfaction Through Survey Research," in Controlling the Marketing Effort, J. Carman and E. Langeard, editors, Aix, France: University of Aix-Marseille, 1980, pp. G1G9.
66. Quelch, J. and S. Ash, "Consumer Satisfaction with Food Products," Food Policy, 5:4 (November 1980), pp. 313-318, reprinted in Erdener Kaynak ed., World Food Marketing Systems, London, U.K.: Butterworth & Co., 1986, pp. 119-126.
67. Quelch, J. and S. Ash, "Consumer Satisfaction with Professional Services," in Marketing of Services, W.R. George and J. H. Donnelly, editors, Chicago: American Marketing Association, 1981, pp. 82-85.
68. Ash, S., J. Quelch, and D. Gardiner, "Consumer Satisfaction and Dissatisfaction in the Elderly Market," in More Progress in Consumer Satisfaction/Dissatisfaction Research, R. Day and H. Hunt, editors, Bloomington, IN: Indiana University, 1981, pp. 86-96.
69. Tedlow, R. and J. Quelch, "Communications Strategy for the Nation-State," Public Relations Journal, 37:6 (June 1981), pp. 22-25.
70. Quelch, J. and H. Takeuchi, "Non-Store Marketing: Fast Track or Slow?," Harvard Business Review, 59:4 (July/August 1981), 75-84. Reprinted in E. Jerome McCarthy, John E. Grashof, and Andrew A. Brogowicz, eds., Readings and Cases in Basic Marketing, Homewood, IL: Richard D. Irwin, Inc., 1984, pp. 178-188, and in [25], pp. 45-54.
71. Schmalensee, D., J. Quelch et al., "Determinants of Food Consumption in American Households," Cambridge, MA: Marketing Science Institute, Report 82:112, December 1982.
72. Quelch, J., "Trade Promotion by Grocery Products Manufacturers: A Managerial Perspective," Cambridge, MA: Marketing Science Institute, Report No. 82-106, August, 1982.

73. Lovelock, C. and J. Quelch, "Consumer Promotions in Services Marketing," Business Horizons, 26:3 (May-June 1983), pp. 66-75.
74. Quelch, J., "It's Time to Make Trade Promotion More Productive," Harvard Business Review, 61:3 (May-June 1983), pp. 130-136. Reprinted in Thomas V. Bonoma (ed.), Implementing Marketing Strategies: Part II, Harvard Business Review No. 14072, pp. 56-62, and in [25], pp. 86-92.
75. Takeuchi, H. and J. Quelch, "Quality Is More than Making a Good Product," Harvard Business Review, 61:4 (July-August 1983), pp. 139-145. Reprinted in Thomas V. Bonoma (ed.), Implementing Marketing Strategies: Part II, Harvard Business Review No. 14072, pp. 77-86.
76. Quelch, J. and K. Cannon-Bonventre, "Better Marketing at the Point of Purchase," Harvard Business Review, 61:6 (November-December 1983), pp. 162-169. Reprinted in Thomas V. Bonoma (ed.), Implementing Marketing Strategies: Part II, Harvard Business Review No. 14072, pp. 63-70, and in [5], pp. 300-311.
77. Quelch, J., C. Marshall and D. Chang, "Structural Determinants of Ratios of Promotion and Advertising to Sales," in K. Jocz, ed., Research on Sales Promotion: Collected Papers, Cambridge, MA: Marketing Science Institute Report 84-104, July 1984, pp. 83-105.
78. Neslin, S.A., J. Quelch and C. Henderson, "Consumer Promotions and the Acceleration of Product Purchases," in K. Jocz, ed., Research on Sales Promotion: Collected Papers, Cambridge, MA: Marketing Science Institute, Report 84-104, July 1984, pp. 22-46.
79. Quelch, J. and G. Yip, "Achieving System Cooperation in Developing the Market for Consumer Videotex," in R.D. Buzzell, ed., Marketing In An Electronic Age, Boston, MA: Harvard Business School Press, 1985, pp. 279-307.
80. Quelch, J. "How to Build a Product Licensing Program," Harvard Business Review, 63:3 (May-June 1985), pp. 186-197.
81. Neslin, S.A., C. Henderson and J. Quelch, "Consumer Promotions and the Acceleration of Product Purchases," Marketing Science, 4:2 (Spring 1985), pp. 147-165.
82. Quelch, J. and E. Hoff, "Customizing Global Marketing," Harvard Business Review, 64:3 (May-June 1986), pp. 59-68.
83. Quelch, J., S. Neslin and L. Olson, "Opportunities and Risks of Durable Goods Promotion," Sloan Management Review, 28:2 (Winter 1987), pp. 27-38.
84. Quelch, J., "Why Not Exploit Dual Marketing?," Business Horizons, 30:1 (January-February 1987), pp. 52-60.
85. Quelch, J., P. Farris and J. Olver, "The Product Management Audit," Harvard Business Review, 65:2 (March-April 1987), pp. 30-36.
86. Quelch, J., "Marketing the Premium Product," Business Horizons, 30:3 (May-June 1987), pp. 38-45.
87. Quelch, J., P. Farris and J. Olver, "The Product Management Audit: Design and Survey Findings," Journal of Consumer Marketing, 4:3 (Summer 1987), pp. 45-58.
88. Farris, P. and J. Quelch, "In Defense of Price Promotion," Sloan Management Review, 29:1 (Fall 1987), pp. 63-70.

89. Dhebar, A., S. Neslin and J. Quelch, "Developing Models for Planning Retailer Sales Promotions: An Application to Automobile Dealerships," Journal of Retailing, 63:4 (Winter 1987), pp. 333-364.
90. Quelch, J. and R. Buzzell, "Marketing Moves Through EC Crossroads," Sloan Management Review, 31:1 (Fall 1989), pp. 63-74.
91. Buzzell, R., J. Quelch and W. Salmon, "The Costly Bargain of Trade Promotion," Harvard Business Review, 68:2 (March-April 1990), pp. 141-149.
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