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FULL RESUME, PUBLICATIONS, AND ACADEMIC CREDENTIALS

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Education

Post-Doctoral Research Fellow	1987 - 1988	Harvard Business School
Doctor of Philosophy	1981 - 1985	University of Kansas Business Administration Specialization: Marketing and Quantitative Methods
Master of Science	1980 - 1981	University of Kansas Marketing Research
Vordiplom	1979 - 1980	University of Frankfurt Economics

Publications

Brand Strategy, Digital, Innovation and Marketing

Hidden in Plain Sight: How to Create Your Company's Next Big Growth Strategy: 10 Years Later, in: *Marketing Wisdom*, Kartikeya Kompella (ed.) Springer Verlag, 2018.

How to Fix MoviePass, **Harvard Business Review**, May 2018 (with Eddie Yoon)

How to Become a Platform Business, **ISBM Research Newsletter**, November 2017

The Power of Social Currency, **AdWeek**, November 2017

“Die Brücke zwischen CMO und CIO – Rollenverteilung und Zusammenarbeit in Zeiten des digitalen Wandels,” August 2015 (co-written with Roland Bernhard, Christian Wank, Marian Sander)

“The Always-On Consumer Report,” February 2014 (co-written with Dr. Markus Zinnbauer, Agathe Blanchon-Ehrsam, and Tobias Honer)

Driving New Growth Through Big Data, **Harvard Business Review**, September 2013

Is Your Company Listening To Social-Media Chatter For All The Wrong Reasons? **Forbes**, August 2013

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“Social Currency Impact Study 2013: What it takes to create lasting impact” as covered in **Forbes** March 2013 in the article “Subway, Google and Target are top brands for Social Currency”, by Kurt Badenhausen, among others

Building a Better Business: Using Social Currency to Grow in Today's Hyper-Connected World, **MWorld**, Winter 2012-2013

Why Social Currency becomes a Key Driver of a Firm's Brand Equity – Insights from the Automotive Industry, **Long Range Planning** (co-written with Lara Lobschat, Markus A. Zinnbauer, Florian Pallas), December 2012

What's the Right Entry Point for Emerging Markets? **Harvard Business Review** insert, April 2012

DemandFirst: Wie man erfolgreich für Kunden innoviert, **Innovations-Forum: Magazin für Ideenfindung und Produktentwicklung** (co-written with Kristina Stroedter and Markus Zinnbauer), February 2012

How Brands can set the Lead in Digital Information Overflow, **Werben & Verkaufen Digital**, 2011

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Was bleibt nach 20 Jahren Markendifferenzierung?, **Absatzwirtschaft**, 2009

Innovationsfähigkeit Schweizer Unternehmen, **Marketing**, 2008

What's Your Company's Growth Playbook?, **American Management Association**, 2008

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Power Brands der nächsten Generation, **Absatzwirtschaft Sonderheft**, 2005

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Muessen die Marken in Zukunft ihre Herkunft verleugnen?, **Absatzwirtschaft**, 2003.

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Je kleiner desto besser, **Absatzwirtschaft**, 2002.

Getting the Most Out of Your Branding Effort, **Markenartikel**, 2002.

Aufbau von Marken im Zeitalter der Post-Massenmedien, **Moderne Markenfuehrung**, 2001, 3. Auflage, Franz-Rudolf Esch (Eds), Gabler Verlag, Wiesbaden, with David Aaker.

Top Marken Strategien: Markenwert schaffen und absichern, **Absatzwirtschaft**, 2000.

The Branding Relationship Spectrum: The Key to the Brand Architecture Challenge, **California Management Review**, 2000, with David A. Aaker.

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Methodology

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Books & Book Chapters

Reimagining Value Creation: Platforms versus Pipelines forthcoming book, 2018

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Social Currency: How to build strong brands and businesses in the digitally-connected world, in Ralf T. Kreuzer and Karl-Heinz Land, *Digital Darwinism: Der stille Angriff auf Ihr Geschäftsmodell und Ihre Marke*, 2. Edition, 2016 and 2013.

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Media Interviews

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Millennials continue to be in vanguard of industry trends, **Beverage Industry Magazine**, May 2018

68 Experts Share The Top 3 Things an Entrepreneur Needs To Know About Branding, **Thrive Global**, March 2018

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Gap CEO's Exit Raises Questions On Future Of The Struggling, Iconic Brand, **Forbes**, February 2018

How Amazon's healthcare plans could impact retail, **Retail Dive**, February 2018

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Target revamps Cartwheel app to include third-party coupons, **Retail Dive**, April 2016

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Why Uber's major rebrand appears to have backfired, **Marketing Dive**, February 2016

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Volkswagen Given Deadline to Come Clean by No. 2 Shareholder, **Bloomberg**, January 2016

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Lululemon hires former Target digital exec, **Retail Dive**, January 2016

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CVS Health and Target Merger is a Win-Win Deal, **Bidness ETC**, December 2015

How marketers are tapping into the 'emotional pull' of the holiday season, **Retail Dive**, December 2015

L'hospitalité au cœur des discussions au HX : The Hotel Experience, **HRI**, November 2015

PlayStation gets dinged by false rumors after the Paris terror attacks, **Digiday**, November 2015

Branding Experts on Guest Reactions to Marriott-Starwood Acquisition, **Skift**, November 2015

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Shares of Weight Watchers Jump as Oprah Winfrey Takes a Stake, **The New York Times**, October 2015

Here's what Kit & Ace will have to do to replicate Lululemon's success, **Business Insider**, October 2015

The Under Armour guide to building an underdog brand that beats Adidas, **Digiday**, October 2015

Designing a Marketing Organization for the Digital Age, **A Harvard Business Review Analytic Service Report**, October 2015

Micro-Moments and The Shopper Journey, **A Harvard Business Review Analytic Service Report**, October 2015

American Apparel made one mistake that led to its downfall, **Yahoo! Finance Germany**, October 2015

Maximum Shopping Happiness in the Halo, **Advertising Week**, September 2015

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From Subway's Jared to Bill Cosby: How Do You Make Hiring a Spokesperson Worth the Risk?, **Entrepreneur**, August 2015

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