



ROBERT C. BLATTBERG, PH.D.

CURRENT POSITION

Tepper School of Business, Carnegie Mellon University (2008 – present)
Timothy W. McGuire Distinguished Service Professor of Marketing
Director, Center of Marketing Technology and Information

PAST POSITIONS

Kellogg Graduate School of Management, Northwestern University
(1991 –2008)

Polk Bros. Distinguished Professor of Retailing
Director, Center for Retail Management

Graduate School of Business, University of Chicago (1969 – 1991)

Charles H. Kellstadt Professor of Marketing
Director, Center for Marketing Information Technology

EDUCATION

Ph.D. in Industrial Administration, Carnegie Mellon University, 1971

M.S. in Industrial Administration, Carnegie Mellon University, 1971

B.A. in Mathematics, Northwestern University, 1964

RESEARCH GRANTS

National Science Foundation Grant (jointly with Ken Wisniewski,
1985 – 1987)

Research Associate, National Science Foundation Grant (jointly with Arnold
Zellner, 1970 – 1981)

Ford Foundation Dissertation Fellowship (1967 – 1968)

EDITORIAL BOARDS

Journal of Business, Co-Editor (1986 – 1989)

Journal of Business and Economic Research, Associate Editor (1983 – 1986)

Operations Research, Associate Editor (1978 – 1981)

Journal for Marketing, Section Editor for Economics and Management
Science (1978 – 1981)

Journal of Consumer Research (1974 – 1981)

Journal of Marketing Research (1974 – 1978)



AWARDS

- Journal of Interactive Marketing (2006), Best Paper in 2005
- Educator of the Year (2004), Sales and Marketing Executives
- Sidney T. Levy Teaching Award (1999 – 2000), Kellogg Graduate School of Management
- Robert B. Clarke Award (1990), Direct Marketing Association Educator of the Year
- John D.C. Little Award (1990), Best Marketing Science and Management Science Paper of the Year for "Price-Induced Patterns of Competition" jointly with Kenneth Wisniewski

PUBLICATIONS-BOOKS

- Blattberg, R. C., Byung-Do Kim and Scott A. Neslin, Database Marketing: Theory and Practice, Springer Press, forthcoming 2008
- Blattberg, R., G. Getz, and J. Thomas, Customer Equity, Harvard Business Press, 2001
- Blattberg, R., R. Glazer and J.D.C. Little (eds), The Marketing Information Revolution, 3 Cambridge, MA.: Harvard Business Press, 1994
- Blattberg, R. and S. Neslin, Sales Promotions: Concepts, Methods and Strategies, Englewood Cliffs, New Jersey: Prentice Hall, 1990
- Blattberg, R., Assessing and Capturing the Soft Benefits of Scanning, Atlanta, Georgia: Coca-Cola Retailing Research Council, 1988
- Blattberg, R., (Ed.), The Economy in Transition, New York, New York: New York University Press, 1977

PUBLICATIONS – INDUSTRY REPORTS

- Blattberg, R. and Edward Fox, Category Management, Getting Started , Washington, D.C.: Food Marketing Institute, 1995
- Blattberg, R. and Edward Fox, Category Management, Blueprint for Implementation, Washington, D.C.: Food, Marketing Institute, 1995
- Blattberg, R. and Edward Fox, Category Management, Category Plan, Washington, D.C.: Food, Marketing Institute, 1995
- Blattberg, R. and Mary Purk, Category Management, Information Technology, Washington, D.C.: Food, Marketing Institute, 1995



PUBLICATIONS – ARTICLES

- V. Singh, K. Hansen, R. Blattberg, "Market Entry and Consumer Behavior: An Investigation of a Wal-Mart Supercenter", *Marketing Science*, forthcoming.
- Malthouse, E. and R. Blattberg, "Can We Predict Customer Lifetime Value?" *Journal of Interactive Marketing*, (Winter 2005) Winner of Best Paper 2005.
- Thomas, J., R. Blattberg, E. Fox, "Recapturing Lost Customers", *Journal of Marketing Research*, (February 2004)
- Blattberg, R. and Jacquelyn Thomas, "Valuing, Analyzing and Managing the Marketing Function Using Customer Equity Principles, in Kellogg on Marketing, D. Iaccabocci (ed., Financial Times Press: London, England), 2000
- Blattberg, R. and Jacquelyn Thomas, "The Design and Application of Databases to Enhance Customer Equity" in *The Handbook of Customer Bonding: Basics, Concepts, and Experiences*, M. Bruhn and C. Homburg (eds., Wiesbaden, Germany, Gabler Publishing, 1999
- Blattberg, R. and J. Deighton, "Manage Marketing by the Customer Equity Test", *Harvard Business Review*, (July-August 1996)
- Blattberg, R., Byung-Do Kim and Jianming Ye, "Defining Baseline Sales in a Competitive Environment", *Seoul Journal of Business*, (Fall 1996)
- Blattberg, R., R. Briesch, and E. Fox, "How Promotions Work", *Marketing Science*, (Fall 1995)
- Kim, Byung-Do, Robert Blattberg, and Peter Rossi, "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing, *Journal of Business & Economic Statistics*, (1995)
- Blattberg, R., R. Briesch, and E. Fox, "Les questions en suspens dans le domaine de la promotion des ventes, *Recherche et Applications en Marketing*, Vol IX, Fall 1994, pp 109-123
- Blattberg, R., B. Kim and J. Ye, "Large-Scale Models", *The Marketing Information Revolution*, R. Blattberg, R. Glazer and J.D.C. Little (eds), Cambridge MA: Harvard Business Press, 1994
- Blattberg, R. and R. Glazer, "The Marketing Information Revolution," *The Marketing Information Revolution*, R. Blattberg, R. Glazer and J.D.C. Little (eds), Cambridge MA: Harvard Business Press 1994
- Blattberg, R. and E. George, "Estimation under Profit-Driven Loss Functions," *Journal of Business and Economics Statistics*, 1993
- Blattberg, R. and L. Unglaub, "Database Marketing", *Handbook of Marketing*, S. Levy, editor, Chicago, Illinois: Dartnell, 1993



- Blattberg, R. and S. Neslin, "Sales Promotion", J. Eliashberg, and G. Lilien editors, Handbooks in Operations Research and Management Science, Volume-Marketing, Elsevier Science Publishers B.V, 1993
- Blattberg, R. and E. George, "Seemingly Unrelated Equations: Shrinkage Estimation of Price and Promotional Elasticities," Journal of the American Statistical Association, 1991. 5
- Blattberg, R. and J. Deighton, "Interactive Marketing: Exploiting the Age of Addressability", Sloan Management Review, (Fall 1991)
- Blattberg, R, "Behavioral Research in the 1990's," Marketing Research, (September 1991)
- Blattberg, R. and C. Broderick, "Marketing of Art Museums", The Economics of Art Museums, M. Feldstein, editor, Chicago, Illinois: The University of Chicago Press, 1991
- Blattberg, R. and S. Hoch, "Database Models and Managerial Intuition: 50% Model + 50% Manager", Management Science (August, 1990)
- Blattberg, R. and S. Neslin, "Sales Promotions: The Long and Short of It", Marketing Letters (January, 1990)
- Blattberg, R. and K. Wisniewski, "Price-Induced Patterns of Competition", Marketing Science, (Fall 1989)
- Blattberg, R. and L. Gold, "High Technology Growth and Its Impact on Marketing Research", Proceedings of the 42nd ESOMAR Congress, (September 1989)
- Blattberg, R. and G. Allenby, "A New Theory of Direct Market Testing: Why Rollout Results Do Not Match Test Results", Journal of Direct Marketing, (Autumn 1987)
- Blattberg, R. and A. Levin, "Modeling the Effectiveness and Profitability of Trade Promotions", Marketing Science, (Spring 1987)
- Blattberg, R., "Research Opportunities in Direct Marketing", Journal of Direct Marketing, (Fall 1986)
- Blattberg, R. and K. Wisniewski, "Response Function Estimation Using UPC Scanner Data", Advances and Practices of Marketing Science, (1983), F. Zufryden, ed., p. 300-311
- Blattberg, R. and R. Dolan, "A Theoretical and Empirical Analysis of the Relationship Among Alternative Models for Categorical Data", Journal of Marketing, (Spring 1981)
- Blattberg, R., G. Eppen and J. Lieberman, "A Theoretical and Empirical Evaluation of Price Deals for Consumer Non-durables", Journal of Marketing, (Winter 1981)



- Blattberg, R. and A. Jeuland, "A Micro-modeling Approach to Determine the Advertising-Sales Relationship", *Management Science*, (September 1981) 6
- Blattberg, R. and A. Jeuland, "Estimating Advertising Effects on Sales Given the Presence of an Advertising Budgeting Decision Rule", *Proceedings of the TIMS/ORSA Market Measurement and Analysis Conference*, Austin, Texas, 1980
- Blattberg, R., "Evaluation of Stochastic Brand Choice Models", in *Marketing Decision Models*, R. Schultz and A. Zoltners(eds.), Elsevier North Holland Publishing Co., Inc., 1981
- Blattberg, R., T. Buesing and S.Sen, "Marketing Strategies for New National Brands", *Journal of Marketing*, (Fall 1980)
- Blattberg, R., "The Design of Advertising Experiments Using Statistical Decision Theory", *Journal of Marketing Research*, (May 1979)
- Blattberg, R., T. Buesing, P. Peacock and S. Sen, "Who Are the Deal Prone Consumers?", *Journal of Marketing Research*, (August 1978)
- Blattberg, R. and J. Golanty, "TRACKER: An Early Test Market Forecasting and Diagnostic Model for New Product Planning", *Journal of Marketing Research*, (May 1978)
- Blattberg, R., "Results from the Pilot for Project Payout", *Proceedings of the Advertising Research Conference*, (1977)
- Blattberg, R., P. Peacock, and S. Sen, "Purchase Strategies Across Product Categories", *Journal of Consumer Research*, (December 1976)
- Blattberg, R. and S. Sen, "Market Segments and Stochastic Brand Choice Models", *Journal of Marketing Research*, (February 1976)
- Blattberg, R. and S. Sen, "Alternative Procedures for Modeling Buyer Behavior Using Consumer Panels", *Proceedings of the American Statistical Association*, (1976)
- Blattberg, R. and S. Sen, "A Bayesian Technique to Discriminate Between Stochastic Models of Brand Choice", *Management Science*, (February 1975)
- Blattberg, R., "Statistical Procedures for Comparing Alternative Marketing Services", *Proceedings of the American Statistical Associations*, (1975)
- Blattberg, R. and S. Sen, "Market Segmentation Using Models of Multidimensional Purchasing Behavior", *Journal of Marketing*, (October, 1974) 7
- Blattberg, R., "Evaluation of the Power of the Durbin-Watson Statistic for Non-First Order Serial Correlation Alternatives", *Review of Economics and Statistics*, (November 1973)



Blattberg, R. and S. Sen, "An Evaluation of the Application of Minimum Chi-Squared Procedures to Stochastic Models of Brand Choice", Journal of Marketing Research, (November 1973)

Blattberg, R. and T. Sargent, "Regression with Non-Gaussian Disturbances: Some Sampling Results", Econometrica, (1971)

Blattberg, R. and S. Stivers, "A Statistical Evaluation of Transit Promotions", Journal of Marketing Research, (1971)

Blattberg, R. and T. McGuire, "Copper Prices: A Study in Guidepost Policy", California Management Review, (Summer 1967)

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