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Publications

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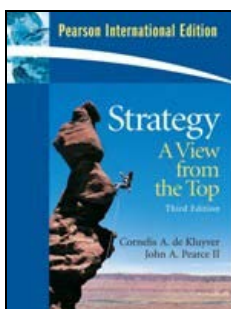
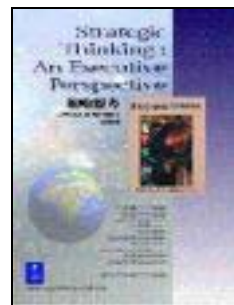
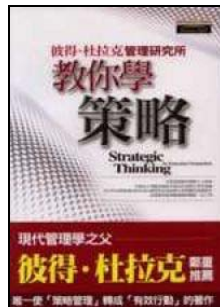
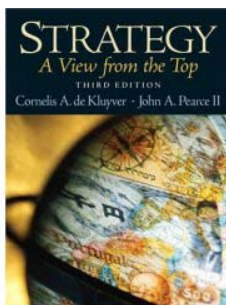
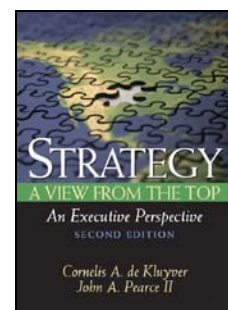
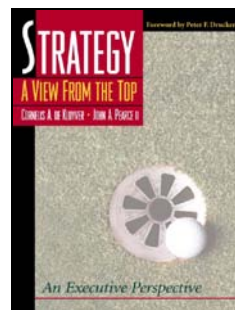
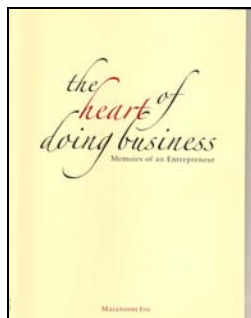
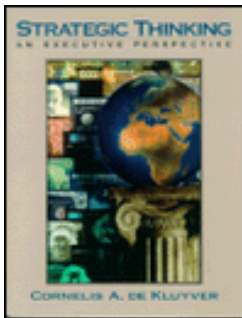
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Books



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Books:

A PRIMER ON CORPORATE GOVERNANCE, Business Expert Press, 2009

STRATEGY; A VIEW FROM THE TOP (with John A. Pearce II), Prentice Hall, (2008), Third Edition, (Earlier editions were translated into Chinese, Japanese, Spanish, Korean, Portuguese, and German)

THE HEART OF DOING BUSINESS: Memoirs of an Entrepreneur (editor, publisher) by Masatoshi Ito, Claremont Graduate University Press, (2004)

STRATEGIC THINKING: AN EXECUTIVE PERSPECTIVE, Prentice Hall, (2000) (translated into Spanish)

Articles:

"Managing Itself: A Board's First Priority", *The Corporate Board*, (Sept/Oct 2009) 23-27

"New Governance for a New Economy" *Leader to Leader*, (Winter 2001), 41-47

"The Electronic Boardroom: Around the Corner" (with Robert D. Buzzell), *Director's Monthly*, Vol. 19, No. 1, January, (1995), 9-11

Europe 1992: Strategic Opportunities for U.S. Companies, Cresap Management Consultants (A Towers Perrin Company), New York, (1990)

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"The Relationship between Distribution and Market Share" (with Paul W. Farris and James M. Olver), *Marketing Science*, (1989). 8, 107-132; published in longer form as a Marketing Science Institute Working Paper (#88-103).

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"Media Scheduling by Mean-Variance Analysis: A Case Study," **European Journal of Operational Research**, (1984), 9, 152-156, (with F.T. Baird).

"Parameter Estimation and Objective Definition in Mean- Variance Media Scheduling," **European Journal of Operational Research**, (1981), 6, 80-83 (with D.C. McNickle).

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"Bottom-Up Takes Forecasting Through Scenario Analysis," **Industrial Marketing Management**, (1980), 9, 167-170 (reprinted in Industrial Marketing Management, M. Hutt and T. Speh, eds., Dryden Press (1982).

"Innovation and Industrial Product Life Cycles," **California Management Review**, (1977), 20:1, 21-33 (reprinted in Industrial Marketing Perspectives, J. Hlavacek, S. Cork, B. Diener, and L. Dominquez, eds., AMA, (1981), 54-67.

"Corporate Models for Small Companies: A Case Study," **Long Range Planning**, (1982), 15-1, 97-106, (with G.M. McNally) (reprinted in Readings and Cases in Management Science, E. Turban et. al., eds. Business Publications, Inc. (1981).

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Cases/Notes:

E.I. du Pont de Nemours & Company, Inc.: Marketing Planning for Sontara and Tyvek (UVA-M-293R), Teaching Note (UVA-M-293TN), Student Guide (UVA-M-293SG) (1986)

C.H. Masland & Sons: Automotive Products Division (UVA-M-301) (written with Paul W. Farris) Teaching Note (UVA-M-301TN), published in Glenn Boseman and Arvind Phatak, Strategic Management: Text and Cases, Wiley, 1986

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Doctoral Dissertations Supervised

Cory Sinclair, "The Role of Public-Private Partnerships in the Development of Cultural Facilities," Claremont Graduate University (2008)

Kristine Marin Kawamura, "Location of Innovation for Pharmaceutical Firms: A Modeling Framework, Database and Exploratory Analysis, Claremont Graduate University (2007)

R.D. Brodie, "Market Response Models: An Econometric Analysis of Three New Zealand Markets for Frequently Purchased, Branded Consumer Goods," University of Canterbury (New Zealand), (Chairman) (1982)

F.L. Winter, "Stochastic Models of Consumer Behavior," University of New South Wales (Australia), (Committee) (1982)

W.L. James, "The Impact of Market Position on the Effectiveness of Comparative Ads: A Laboratory Experiment," Purdue University, (Committee) (1981)

G.R. Jarboe, "A Contingency Analysis Approach to Perceptual Mapping," Purdue University (Committee) (1981)