

May 2007

Curriculum Vitae
PAUL E. GREEN

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University Rank

Professor Emeritus of Marketing, Wharton School and S. S. Kresge Professor Emeritus of Marketing, University of Pennsylvania

Education

A.B. (1950); A.M. (1953); Ph.D. (1961); all from the University of Pennsylvania;
Undergraduate Major – Mathematics/Economics; Graduate Major – Statistics

Industry Experience

1958-62 Market Planning Consultant, E. I. DuPont De Nemours & Co., Wilmington, Delaware
1955-58 Supervisor of Operations Research Group and Senior Market Analyst, Lukens Steel Co.
1953-54 Commercial Research Analyst, Lukens Steel Co., Coatesville, PA
1950-53 Statistician, Sun Oil Company, Philadelphia, PA

Teaching Experience

1997- Professor of Marketing and S.S. Kresge Professor Emeritus, Wharton School, University of Pennsylvania
1971-96 S. S. Kresge Professor of Marketing, Wharton School, University of Pennsylvania
1965-71 Full Professor of Marketing, Wharton School, University of Pennsylvania
1962-65 Associate Professor of Marketing and Deputy Director, Management Science Center, Wharton School, University of Pennsylvania
1961-62 Guest lecturer in Marketing, Wharton School, University of Pennsylvania
1959-60 Guest lecturer in Statistics, University of Delaware, Evening Division
1954-55 Instructor in Statistics, Wharton School, University of Pennsylvania

Professional Societies

American Marketing Association
The Institute of Management Sciences
American Statistical Association (Fellow)
Psychometric Society
Association for Consumer Research (Fellow)
American Institute of Decision Sciences (Fellow)
Society for Multivariate Experimental Psychology
Academy of Marketing Science (Senior Fellow)

Outside Professional Duties

Associate Editor of *Decision Sciences*, 1990-98
Editorial Board, *Journal of Classification* 1984-2002
Editorial Board, *Marketing Science*, 1985-1994
Editorial Board, *Journal of Marketing Research*, 1965-2002
Editorial Board, *Journal of Consumer Research*, 1973-87
Editorial Board, *Journal of Business Research*, 1973-75
Editorial Board, *Journal of Marketing*. 1978-97
Editorial Board, *Journal of the Market Research Society (London)*, 1981- 2002
Editorial Board, *Journal of the Academy of Marketing Science*, 1991-97
Editorial Board, *International Journal of Research in Marketing*, 1985-86
Advisory Board, Academy of Marketing Science, 1988-90
Occasional Reviewer: *Management Science*, *International Journal of Research in Marketing*, *Journal of Consumer Research*, *Psychometrika*, *Multivariate Behavioral Research*
Executive Council - Philadelphia Chapter, American Marketing Association; 1965-67; 1968-69
Referee - *Journal of the Operations Research Society*, *Management Science*, 1967-1969; 1970-71; 1973-74; *Psychometrika*, 1975-1979; 1980-1981; 1981-1982; *Decision Sciences*, 1971-1981; *Academy of Marketing Science*, 1985-8196; *IJRM*, 1986-1988
Educational Advisory Committee on Pharmaceutical Marketing - American Marketing Association; 1967-1968
Parlin Award Committee - Philadelphia Chapter, American Marketing Association, 1972-1979; 1982-1987
Marketing Series Co-Editor - Holt, Rinehart & Winston, Inc.; 1967-1978 Vice President - Marketing Education Division, American Marketing Association; 1967-1968
Chairman - TIMS College on Marketing; 1970-1971
Advisory Council - Association for Consumer Behavior; 1970-1974
Board of Directors - Philadelphia Chapter, American Marketing Association; 1976-1977; 1977-1978

Census Advisory Committee; 1980-1983
Policy Board - Academy of Marketing Sciences; 1982-1985
Advisory Board - SEI Center for Advanced Studies in Management; 1989-1995

Awards/Honors

Alpha Kappa Psi Award (1963). Presented for the article “Bayesian Decision Theory in Pricing Strategy,” *Journal of Marketing*, January 1963

S.S. Kresge Professor of Marketing, Wharton School, University of Pennsylvania, 1971

Silver Medal Paper, J. Walter Thompson, “Advertisement Perception and Evaluation: An Application of Multidimensional Scaling,“ with F. J. Carmone, 1970 Competition

Honorable Mention, AMA Research Design Competition, 1971, for paper, “On the Measurement of Judgmental Responses to Multi-Attribute Stimuli”

First Prize, American Psychological Association (Division 23) Research Design Competition, 1972

Parlin Award for the Advancement of Science in Marketing, American Marketing Association, 1977

Named most cited marketing scholar over the 1972-75 period in an international study of professional journal citations (Robinson and Adler)

Beta Gamma Sigma Distinguished Lecturer, 1978

Paul D. Converse Award, 1978

Tenth Annual Albert Wesley Frey Distinguished Lecturer at the University of Pittsburgh, March 1978

Elected to Fellow of the American Statistical Association, 1980

Elected to the Attitude Research Hall of Fame, 1981

Elected to Fellow of the American Institute for Decision Sciences, 1981

Elected to Senior Fellow of the Academy of Marketing Science, 1991

Elected to Fellow of the Association of Consumer Research, 1990

Elected to the Society of Multivariate Experimental Psychology, 1982

Alpha Kappa Psi Award (1981). Presented for the article; “A General Approach to Optimal Product Design via Conjoint Analysis,” *Journal of Marketing*, October 1981 (coauthors: J.D. Carroll and S.M. Goldberg)

Honorable Mention, *Journal of Retailing*, best paper award for 1983-1984

Kellwood Distinguished Lecturer, Washington University, November 1984

Special Award for “Contributions to Multidimensional Scaling,” presented by the Marketing Science Institute, November 1986

Finalist, O'Dell Award, *Journal of Marketing Research*, 1982

Finalist, O'Dell Award, *Journal of Marketing Research*, 1987

Finalist, Franz Edelman Award (Marketing Science), 1988

Winner, O'Dell Award, *Journal of Marketing Research*, 1989

Keynote Speaker, Ninth Annual Consortium for Marketing Faculty, Michigan State University, June 1989

Winner of Best Paper in the Marketing Research Track, AMA Educators' Meeting, August 1989

Presenter at 22 Annual Doctoral Consortia for Marketing Ph.D. Students (from 1964 to 1994)
Winner of Best Paper in the *Journal of the Academy of Marketing Science*, 1989

Ranked first in Marketing, according to a national study of the top 32 US business schools in 1990. Criteria: (a) publications; (b) journal citations; and (c) peer ratings

Ranked first in citation analysis (1965-1986) of *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Consumer Research*

Have seven entries (highest number) in L. M. Robinson and R. D. Adler's *Marketing Megaworks: The Top 150 Books and Articles*, Praeger 1987

Winner of the 1991 Marketing Educator of the Year award, American Marketing Association, and Richard D. Irwin Publishing Company.

Winner of the 1992 Outstanding Marketing Educator Award, Academy of Marketing Science.

Most cited paper in the *Journal of Consumer Research*: "Conjoint Analysis in Consumer Research: Issues and Outlook," with V. Srinivasan (1978).

Alpha Kappa Psi Award (1991). Presented for the article, "Segmenting Markets with Conjoint Analysis," *Journal of Marketing*, October 1991 (coauthor: Abba M. Krieger)

Highest cited Wharton faculty member, based on the Social Science Citation Index entries, from 1988 to September 1993, the time period of the Lipincott Library study.

ACR December 1993 Newsletter: Highest cited scholar with regard to *JCR*, *JM*, and *JMR* combined, over the period 1969-1988

ACR December 1990 Newsletter: Named most active reviewer of marketing journal submissions during 1979-1982; named one of the top five during 1985-1988.

Doctorial Consortium presenter 1992; 1993; 1994; 1995; 1996; 1997; 1998; 2001

Winner of Best Paper Prize, with Jonathan Kim, in the 1993 Academy of Marketing Science Annual Conference, May 1993

An award: "The Paul Green Award," has been established in 1996 by the AMA's *Journal of Marketing Research*, for the *JMR* paper in the previous year that "shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing"

Lifetime Achievement in Marketing Research Award, American Marketing Association, 1996 (first winner)

Finalist, J.D.C. Little Award, *Marketing Science*, with P. Lenk, W. DeSarbo, and M. Young

List of "Best Researchers in Marketing in 1997," article in AMS, 1997

Top marketing researcher in *JCR* + *JM* + *JMR* based on 1969-1980 citations

Wei Lun Distinguished Professor, public lecture, "Marketing Science or Marketing Engineering?," May 1998, Hong King University

Selected in a worldwide survey as one of the "Ten Most Distinguished Authors in Marketing"; tribute appears in the chapter, "Paul E. Green: 'L' Analyse de données en Marketing," by de Géraud Cliquet. Editor of the book is Alain Jolibert; publisher is EMS, France.

The article, "Benefit Bundle Analysis," with Y. Wind and A.K. Jain, was selected by the *Journal of Advertising Research* as one of its top classics in advertising research. The "classics" issue appeared in *JAR*, Winter 2000.

Featured Academic, Marketing Science Institute Website, April 2001

Keynote Speaker, "Marketing Research Methodology: Past, Present, and Future," Fortieth Anniversary of the Marketing Science Institute, April 2001.
Student Award: "The Paul Green Knowledge Creation Award," awarded to Jason S. Breemen, 2nd-year MBA, The Wharton School, April 2001.
2002 Wroe Alderson Distinguished Lecturer, The Wharton School
Inaugural winner of the General Motors/MIT "Buck" Weaver Award for Marketing Practice, 2003

Books

- Alderson, W. and Green, P. E. (1964), *Planning and Problem Solving in Marketing*. Homewood, IL: Richard D. Irwin.
- Green, P. E. and D. S. Tull (1966), *Research for Marketing Decisions*. Englewood Cliffs, NJ: Prentice-Hall, Inc. Second edition, 1970; Third edition, 1975; Fourth edition, 1978; Fifth edition 1988.
- Green, P. E., P. T. FitzRoy and P. J. Robinson (1967), *Experiments on the Value of Information in Simulated Marketing Environments*. Boston, MA: Allyn and Bacon.
- Green, P. E. and R. E. Frank (1967), *A Manager's Guide to Marketing Research: Survey of Recent Developments*. New York: John Wiley & Sons, Inc.
- Frank, R. E. and Green, P. E. (1967), *Quantitative Methods in Marketing Analysis*, Prentice-Hall, Inc., 1967
- Green, P. E. and F. J. Carmone (1970), *Multidimensional Scaling and Related Techniques in Marketing Analysis*. Boston, MA: Allyn and Bacon, 1970
- Green, P. E. and R. R. Rao (1972), *Applied Multidimensional Scaling*. New York: Holt, Rinehart & Winston.
- Green, P. E. and Y. Wind (1973), *Multi-Attribute Decisions in Marketing*. New York: Holt, Rinehart & Winston.
- Green, P. E. and M. Christopher, editors (1973), *Brand Positioning*. London: EJM Publisher.
- Green, P. E., with contributions by J. D. Carroll (1976), *Mathematical Tools for Applied Multivariate Analysis*. San Diego, CA: Academic Press.
- Green, P. E., with contributions by J. D. Carroll (1978), *Analyzing Multivariate Data*. Hinsdale, IL: Dryden Press.

- Green, P. E., P. K. Kedia and R. S. Nikhil (1985), *Electronic Questionnaire Design and Analysis with CAPPA*. Palo Alto, CA: The Scientific Press.
- Green, P. E., F. J. Carmone and S. Smith (1989), *Multidimensional Scaling: Concepts and Applications*, Boston: Allyn and Bacon, 1989.
- Carroll, J. D., A. Chaturvedi, and Green, P. E. (1998), *Mathematical Tools for Applied Multivariate Analysis*, revised edition. San Diego, CA: Academic Press.
- Lattin, J., J. D. Carroll, and Green, P. E. (2002), *Analyzing Multivariate Data*. Pacific Grove, CA: Brooks/Cole – Thomson Learning.
- Krieger, A. and Green, P.E. (2004), *Adventures in Conjoint Analysis: A Practitioners Guide To Trade-off Modeling and Applications*, e-book available at http://marketing.wharton.upenn.edu/people/faculty/green/green_monograph.cfm

Monographs with Computer Software

- Green, P. E. and A. M. Krieger (1985), *Conjoint Analysis and Buyer Choice Simulation with HYCON*.
- Green, P. E. and A. M. Krieger (1986), *Product Positioning and Preference Analysis with METRIMAP*.
- Green, P. E. and A. M. Krieger (1986), *Conjoint Analysis and Computer Simulation with HYSIM*.
- Green, P. E. and C. M. Schaffer (1987). *Advertising and Concept Testing with ADVAL*.
- Green, P. E., A. M. Krieger and C. M. Schaffer (1987), *Optimal Product Line Design and Positioning with OPTPRO*.
- Green, P. E. and A. M. Krieger (1996), *User's Guide to CONJOINT DISPLAY*.
- Green, P. E. and A. M. Krieger (1999), *User's Guide to SIMOPT*.
- Green, P. E. and A. M. Krieger (1999), *User's Guide to VOICE*.
- Green, P. E. and A. M. Krieger (1999), *User's Guide to BUNDOPT*.
- Green, P. E. and A. M. Krieger (1999), *User's Guide to HIERMAPS*.

Book Chapters

- Green, P. E. (1963), "The Computer's Place in Business Planning: A Bayesian Approach," in *Marketing and The Computer*, W. Alderson and S. Shapiro (eds.). Englewood Cliffs, NJ: Prentice-Hall.
- Green, P. E. (1964), "Uncertainty, Information and Marketing Decisions," in *Theory in Marketing*, R. Cox, W. Alderson, and S. Shapiro (eds). Homewood, IL: Richard D. Irwin.
- Green, P. E. (1964), "Decision Theory in Market Planning and Research," in *Models, Measurement and Marketing*, Market Research Council (eds.). Englewood Cliffs, NJ: Prentice-Hall.
- Two chapters in *The Nature and Sources of Marketing Theory*, Marketing Science Institute, McGraw-Hill, 1965
- Three chapters in *Promotional Decision Making: Practice and Theory*, Marketing Science Institute, McGraw-Hill, 1965
- Green, P. E. (1966), "Consumer Use of Information," in *On Knowing the Consumer*, J. W. Newman (ed.). New York: John Wiley & Sons.
- Green, P. E. (1967), "A Behavioral Experiment in the Economics of Information," in *The Psychology of Management Decision*, George Fisk (ed.). New York: John Wiley.
- Green, P. E., P. T. FitzRoy and P. J. Robinson (1967), "Experimental Gaming in the Economics of Information," in *Applications of the Sciences in Marketing*, F. Bass, C. King, and E. Pessemier (eds.). New York: John Wiley & Sons, 1967
- Green, P. E. and H. Sieber (1967), "Discriminant Techniques in Adoption Patterns for a New Product," in *Sales Analysis: Some Applications of Quantitative Techniques*, P. J. Robinson and C.L. Hinkle (eds.). Boston, MA: Allyn & Bacon, 1967
- Green, P. E. (1968), "Decision Theory Applied to Pricing Problems," in *Pricing Theories, Practices and Policies*, A. Phillips (ed.). Philadelphia: Univ. of Pennsylvania Press
- Green, P. E., R. E. Frank and P. J. Robinson (1968), "A Behavioral Experiment in Risk Taking and Information Seeking," in *Explorations in Consumer Behavior*, M. Sommers and J. Kernan (eds.). Austin, TX: University of Texas Press.
- Green, P. E., M. H. Halbert and P. J. Robinson (1968), "Perception and Preference Mapping in the Analysis of Marketing Behavior," in *Attitude Research on the Rocks*, I. Crespi (ed.). Chicago: American Marketing Association.

- Green, P. E. (1970), "Decision Theory and Related Techniques in New Product Introduction," in *Handbook of Marketing Management*, V. Buell (ed.). New York: McGraw-Hill.
- Green, P. E. and M. Greenberg (1970), "Ordinal Methods in Multidimensional Scaling," in *Handbook of Marketing Research*, R. Ferber (ed.). New York: McGraw-Hill.
- Green, P. E. and V. R. Rao (1970), "Nonmetric Approaches to Multivariate Analysis in Marketing," *Marketing Science Institute*, April.
- Green, P. E. (1971), "Nonmetric Methods in Multivariate Data Analysis," in *Essays in Marketing Theory*, G. Fisk (ed.). Boston, MA: Allyn and Bacon.
- Green, P. E. (1971), "Effects of Task on Similarities Judgments," *Attitude Research Reaches New Heights*, C. King (ed.). Chicago: American Marketing Association.
- Green, P. E. and F. J. Carmone (1972), "Market Research Applications of Multidimensional Scaling," in *Multidimensional Scaling*, K. Romney, R. N. Shepard and S. Nerlove (eds.). New York: Academic Press.
- Green, P. E. and Y. Wind (1973), "Some Conceptual, Measurement and Analytical Problems in Life Style Research," in *Life Style and Psychographics*, W. D. Wells (ed.). Chicago: American Marketing Association.
- Green, P. E. (1973), "Multidimensional Scaling and Conjoint Measurement in the Study of Choice Among Multiattribute Alternatives," in *Studies in Multiple Criterion Decision Making*. Columbia, SC: University of South Carolina Press.
- Green, P. E. and J. McMennamin (1974), "Market Research Analysis," in *Marketing Handbook*, S. H. Britt (ed.). Chicago: Dartnell Corp., 501-514.
- Green, P. E. and V. R. Rao (1975), "Nonmetric Approaches to Multivariate Analysis in Marketing," in *Multivariate Procedures in Marketing*, J. N. Sheth (ed.). Chicago: American Marketing Association, 237-254.
- Green, P. E., J. D. Carroll and F. J. Carmone (1977), "Some New Types of Fractional Factorial Designs for Marketing Experiments," in *Research for Marketing*, J. N. Sheth (ed.). Greenwich, CN: JAI Press.
- Green, P. E., Y. Wind, and M. Greenberg (1977), "Design Considerations in Attitude Measurement," in *Moving Ahead with Attitude Research*, Y. Wind and M. Greenberg (eds.). Chicago: American Marketing Association, 9-18.

- Green, P. E., J. D. Carroll and S. M. Goldberg (1981), "A General Approach to Product Design Optimization via Conjoint Analysis," in *Product Policy: Concepts, Methods, and Strategies*, Y. Wind (ed.). Reading, MA: Addison-Wesley.
- Green, P. E. and J. D. Carroll (1981), "New Computer Tools for Product Strategy," in *New Product Forecasting: Models and Applications*, Y. Wind, V. Mahajan, and R. Cardozo (eds.). Lexington, MA: Lexington Books, 109-154.
- Green, P. E. and Y. Wind (1983), "Statistics in Marketing," in *Encyclopedia of the Statistical Sciences*. New York: McGraw-Hill.
- Green, P. E., A. M. Krieger, and C. M. Shaffer (1988), "Dominated Options in Conjoint Modeling: Is Their Occurrence Recognized?" in *Data, Expert Knowledge and Decisions*, W. Gaul and M. Schader (eds.). New York: Springer-Verlag.
- Green, P. E., F. J. Carmone and C. M. Schaffer (1988), "An Individual Importance Weights Model for Conjoint Analysis," in *Data, Expert Knowledge and Decisions*, W. Gaul and M. Schader (eds.). New York: Springer-Verlag.
- Green, P. E. and A. M. Krieger (1989), "A Hybrid Conjoint Model for Price-Demand Estimation," in *New-Product Development and Testing*, W. Henry, M. Menasco and H. Takada (eds.). Lexington, MA: Heath.
- Wind, Y., V. R. Rao and Green, P. E. (1991), "Behavioral Methods," in *Handbook of Consumer Theory and Research*, T. S. Robertson and H. Kassarian (eds.). Englewood Cliffs, NJ: Prentice-Hall.
- Green, P. E. and A. M. Krieger (1991), "Conjoint Analysis: Methods and Applications," in *Handbook of Marketing Research*, M. J. Houston (ed.). New York: McGraw Hill.
- Green, P. E. and A. M. Krieger (1993), "Conjoint Analysis with Product Positioning Applications," in *Handbook of Operations Research Series*, Vol. 5, J. Eliashberg and G. L. Lilien (eds.). New York: North-Holland, 467-515.
- Green, P. E., J. McMennamin and S. Amirani (1993), "Market Position Analysis," in *Marketing Handbook*, 3rd edition, S. Levy, G. Frerichs, and H. Gordon (eds.), Chicago: Dartnell, 553-569.
- Green, P. E. and A.M. Krieger (1998), "Using Conjoint Analysis to View Competitive Interaction Through Customers' Eyes," in *Wharton on Dynamic Competition*, G. Day, and D. Reibstein (eds.). New York: Wiley.
- Green, P. E., J. Wind and V. R. Rao (1998), "Conjoint Analysis: Methods and Applications," in *Handbook of Technology Management*, R. Duff (ed.). Boca Raton, FL: CRC Press, 1998.

Reviews, Editorials, and Invited Papers

Review: Green, P. E. (1964), "*Marketing Executive and Buying Behavior*, by John A. Howard," *Journal of Marketing Research*, January.

Review: Green, P. E. (1965), "*Models of Markets*, by Alfred R. Oxenfeldt (ed.)," *Journal of Marketing Research*, February.

Review: Green, P. E. (1966), "*Optimality and Human Judgments*" Shelly and Bryan (eds.)," *Journal of Marketing Research*, February.

Review: Green, P. E. (1966), "*Value and Decision Theory*, by P. Fishburn," *Journal of Marketing Research*, February.

Review: Green, P. E. (1967), "*A Theory of Data*" by C. H. Coombs," *Journal of Marketing Research*, November

Invited Editorial: Green, P. E. (1968), "Where is the Research Generalist?" *Journal of Marketing Research*, November.

Review: Green, P. E. (1972), "A Course in the Geometry of n Dimensions," *Journal of Marketing Research*, February.

Review: Green, P. E. (1972), "Linear Algebra," *Journal of Marketing Research*, August.

Review: Green, P. E. (1987), "Conjoint Analyzer," *Journal of Marketing Research*, August.

Review: Green, P. E. (1990), "Analyzing Complex Survey Data," *Journal of Marketing Research*, 28 (November), 502-503.

Review: Green, P. E. (1992), "Statistical Principles in Experimental Design," *Journal of Marketing Research*, August, 378-379.

Review: Green, P. E. (1992), "CONSURV: Conjoint Analysis Software," *Journal of Marketing Research*, August, 387-390.

Review: Green, P. E. (1992), "MCA+: Correspondence Analysis," *Journal of Marketing Research*, November, 278-241.

Review: Green, P. E. (1992), "CORANA: Correspondence Analysis," *Journal of Marketing Research*, November.

Review: Green, P. E. (1995), "Elements of Dual Scaling: An Introduction to Practical Data Analysis," *Journal of Marketing Research*, 32 (August), 382-383.

Invited Paper: Carroll, J. D. and P. E. Green (1995), "Psychometric Methods in Marketing Research: Part I, Conjoint Analysis," *Journal of Marketing Research*, November.

Invited Paper: Carroll, J. D. and Green, P. E. (1997), "Psychometric Methods in Marketing Research: Part II, Multidimensional Scaling," *Journal of Marketing Research*, May.

Invited Paper: Green, P. E., R. M. Johnson, and W. D. Neal (2003), "The Journal of Marketing Research: Its Initiation, Growth, and Knowledge Dissemination," *Journal of Marketing Research*, February.

Articles and Proceedings

The bulk of my output over the years has been coauthored with colleagues. The journal articles that are included in this bibliography are not exhaustive of my joint work product. Rather, they have been chosen to reflect the type of work that we have done over the last 40 years or so.

Given my colleagues' and my continued interest in marketing research, it is not surprising that we have submitted many of our papers to the *Journal of Marketing Research (JMR)*. We have been very fortunate in the reception that we have received from *JMR* reviewers.

Green, P. E. and L. L. Haines (1957), "Operations Research for Managers," *ASQC Middle Atlantic Conference Transactions*, February.

Green, P. E. and L. L. Haines (1957), "Statistical Procedures in Standards Auditing," *The Journal of Industrial Engineering*, September-October. (Reprinted in one book)

Green, P. E. and L. L. Haines (1957), "Industrial Statistics Help Solve Steel Plant Managerial Problems," *Iron and Steel Engineer*, October.

Green, P. E. and S. R. Calhoun (1958), "Making Money with Mathematics in Purchasing," *Purchasing*, 3 (March).

Green, P. E. and S. R. Calhoun (1958), "An Environmental Framework for Break-Even Analysis for Planning," *N.A.A. Bulletin*, March.

Green, P. E. and S. R. Calhoun (1958), "Simulation: Versatile Aid to Decision Making," with S. R. Calhoun, *Advanced Management*, April.

Green, P. E. (1958), "Other Staff Groups Can Use Statistics Too," *Industrial Quality Control*, May.

- Green, P. E. and S. R. Calhoun (1959), "Solving Your Plant Problems by Simulation," with S. R. Calhoun, *Factory*, February.
- Green, P. E. (1960), "Applications of Monte Carlo Simulation in a Steel Company," *ASQC Metropolitan Conference Transactions*, February.
- Green, P. E. (1962), "Decision Theory and Chemical Marketing," *Industrial and Engineering Chemistry*, 54 (September), 30-34.
- Green, P. E. (1962), "Bayesian Statistics and Product Decisions," *Business Horizons*, 5 (Fall), 101-109. (Reprinted in three books)
- Green, P. E. (1962), "Decisions Involving High Risk," *Advanced Management*, October. (Reprinted in one book)
- Green, P. E. (1962), "Bayesian Decision Theory in Advertising," *Journal of Advertising Research*, December, 33-41 (Reprinted in four books)
- Green, P. E. (1963), "Bayesian Decision Theory in Pricing Strategy," *Journal of Marketing*, 27 (January), 5-14. (Reprinted in eight books)
- Green, P. E. (1963), "Risk Attitudes and Chemical Investment Decisions," *Chemical Engineering Progress*, January.
- Green, P. E. (1963), "The Profit Maximization Hypothesis," *Growth and Profit Planner*, February.
- Green, P. E. (1963), "The Role of Bayesian Statistics in Advertising and Marketing Management," *New Techniques for Decision Making in Advertising Management*, Association of National Advertisers, May.
- Green, P. E. (1964), "Bayesian Classification Procedures in Analyzing Customer Characteristics," *Journal of Marketing Research*, 1 (May), 44-50.
- Green, P. E., M. Halbert and J. Minas (1964), "An Experiment in Information Processing," *Journal of Advertising Research*, September.
- Green, P. E. (1965), "The Future Role of Management Science in Pharmaceutical Marketing," *Proceedings of World Congress on Marketing*, New York, June.
- Green, P. E., M. H. Halbert and P. J. Robinson (1965), "An Experiment in Probability Estimation," *Journal of Marketing Research*, 2 (August), 266-273.
- Green, P. E., M. H. Halbert and P. J. Robinson (1965), "Experimental Gaming in Consumer Brand Choice Behavior," *The Business Quarterly*, September.

- Green, P. E., M. H. Halbert and P. J. Robinson (1966), "Canonical Correlation: An Exposition and Illustrative Application," *Journal of Marketing Research*, 3 (February), 32-39.
- Green, P. E., W. S. Peters and P. J. Robinson (1966), "A Behavioral Experiment in Decision Making Under Uncertainty," *Journal of Marketing Research*, 3 (February), 261-268.
- Green, P. E. and D. S. Tull (1966), "Covariance Analysis in Marketing Experimentation," *Journal of Advertising Research*, 6 (June), 45-53.
- Green, P. E., M. H. Halbert and P. J. Robinson (1966), "A Behavioral Experiment in Sales Effort Allocation," *Journal of Marketing Research*, 3 (August), 261-288.
- Green, P. E., P. J. Robinson and P. T. FitzRoy (1966), "Advertising Expenditure Models: State of the Art and Prospects," *Business Horizons*, Fall.
- Green, P. E. and R. E. Frank (1966), "Bayesian Statistics in Marketing Research," *Applied Statistics*, September.
- Green, P. E. (1966), "The Role of Experimental Research in Marketing: Its Potential and Limitations," *Proceedings of the National Meeting of the American Marketing Association*, September.
- Frank, R. E., Green, P. E., and H. Sieber (1967), "Household Correlates of Purchase Price for Grocery Products," *Journal of Marketing Research*, 4 (February), 54-58.
- Green, P. E., R. E. Frank and P. J. Robinson (1967), "Cluster Analysis in Test Market Selection," *Management Science*, 13 (April), B387-B400.
- Green, P. E., I. Gross and P. J. Robinson (1967), "A Behavioral Experiment in Two-Person Bargaining," *Journal of Marketing Research*, 4 (November), 374-380.
- Green, P. E. and F. J. Carmone (1968), "The Performance Structure of the Computer Market: A Multivariate Approach," *Economics and Business Bulletin*, Vol. 21.
- Green, P. E., F. J. Carmone and P. J. Robinson (1968), "A Comparison of Confusions Data and Direct Similarities Judgments," *Proceedings of the Denver Conference of the American Marketing Association*, R. L. King (ed.), American Marketing Association.
- Green, P. E., Y. Wind and P. J. Robinson (1968), "The Determinants of Vendor Selection: The Evaluation Function Approach," *Journal of Purchasing*, Vol. 4.
- Frank, R. E. and P. E. Green, (1968), "Numerical Taxonomy in Marketing Analysis," *Journal of Marketing Research*, 5 (February), 83-93.

- Green, P. E. (1968), "On the Value of a Continuing Education;," *Marketing News*, April.
- Green, P. E., F. J. Carmone and P. J. Robinson (1968), "Nonmetric Scaling Methods – An Exposition and Overview," *Wharton Quarterly*, 2 (Spring-Winter), 27-41.
- Green, P. E., A. Maheshwari and V. R. Rao (1969), "Dimensional Interpretation and Configuration Invariance in Multidimensional Scaling: An Empirical Study," *Multivariate Behavioral Research*, 6 (April), 159-180.
- Green, P. E. and F. J. Carmone (1969), "Multidimensional Scaling: An Introduction and Comparison of Nonmetric Unfolding Techniques," *Journal of Marketing Research*, 6 (August), 330-341.
- Green, P. E. and V. R. Rao (1969), "A Note on Proximity Measures and Cluster Analysis," *Journal of Marketing Research*, 6 (August), 359-364.
- Green, P. E., C. Hinkle and P. J. Robinson (1969), "Cluster Analysis in Industrial Marketing," *Journal of Purchasing*, August.
- Green, P. E. and V. R. Rao (1969), "Configuration Invariance in Nonmetric Scaling: An Empirical Study," *Proceedings of the Cincinnati Educators Meeting of the American Marketing Association*, August.
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Illustrative List of Conjoint Analysis Applications by Paul Green and Colleagues

Consumer Nondurables

- Bar soaps
- Hair shampoos
- Carpet cleaners
- Synthetic-fiber garments
- Gasoline pricing
- Panty hose
- Lawn chemicals
- Facial tissues
- Food and beverages

Financial Services

- Bank services
- Auto insurance policies
- Health insurance policies
- Credit card features
- Consumer discount cards
- Travel and entertainment packages
- Financial planning

Consumer Durables

- Automotive styling
- Automobile and truck tires
- Pickup truck design
- Car batteries
- Apartment design
- Toasters
- Commercial lawn mowing

Other Services

- Car rental agencies
- Telephone services and pricing
- Employment agencies
- Information retrieval services
- Employee benefits packages

Health Care/Pharmaceuticals

- Ethical drugs
- Diagnostic equipment
- Health maintenance organizations

Industrial Goods

- Copying machines
- Printing equipment
- Facsimile transmission
- Data transmission
- Portable computer terminals
- Diagnostic x-ray equipment
- Computers

Transportation

- Domestic airlines
- Transcontinental airlines
- Passenger train operations
- Freight train operations
- EZ-Plus
- Traffic Pulse

Business Strategy

- McKinsey
- Booz-Allen
- A. D. Little
- BCG
- Bain
- Andersen Consulting

Brand Equity

- Shell-Texaco merger

Quality Function deployment

- Xerox copiers

Customer Satisfaction

- IBM
- Chrysler
- FedEx
- UPS