

## VITA

### **Brian Sternthal**

Kellogg School of Management  
Department of Marketing  
Northwestern University  
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#### Education

Ph.D. The Ohio State University, 1972  
M.A. The Ohio State University, 1971  
B.S. McGill University, 1965

#### Honors and Awards

1971 Doctoral Consortium Representative, The Ohio State University  
1972 Pace Setter Award for Scholastic Achievement, The Ohio State University  
1979 Beta Gamma Sigma Honorary Society  
1981 Kellogg Research Chair, Northwestern University  
1982 KGSM Teacher of the Year  
1983 Beatrice Research Chair  
1985 McManus Research Chair  
2010 Fellow, ACR

#### Teaching Experience

1971-1972 Visiting Assistant Professor, The Ohio State University  
1972-1978 Assistant Professor, Northwestern University  
1978-1983 Associate Professor, Northwestern University  
1983-1986 Professor, Northwestern University  
1986-Kraft Professor of Marketing

#### Editorial Boards

Journal of Consumer Research, 1982-1984, Editor, 1993-1996, 1997- 2002, 2004-  
Journal of Business Research, 1976-1980  
Journal of Marketing, 1978-1981  
Journal of Marketing Research, 1980-1982, 1993-1996  
Journal of Marketing Letters, 1990-1996  
Journal of Consumer Psychology, 1993- 2002; 2005-2011

#### Publications

- J. Hensel, R. Blackwell and B. Sternthal (1970). Pupil dilation: What does it measure? Journal of Advertising Research, 10, 15-19.
- C.S. Craig, B. Sternthal and K. Olshan (1972). The effect of overlearning on retention. Journal of General Psychology, 87, 85-94.
- L. W. Stern, B. Sternthal, and C.S. Craig (1973). Managing conflict in distribution channels: A laboratory study. Journal of Marketing Research, 10, 169-179.
- L. W. Stern, B. Sternthal, and C.S. Craig (1973). Conflict management in interorganizational conflict. International Journal of Group Tensions, 1973, 68-90.
- B. Sternthal and C.S. Craig (1973). Humor in advertising. Journal of Marketing, 37, 12-18.
- B. Sternthal and C.S. Craig (1974). Fear appeals: Revisited and revised. Journal of Consumer Research, 1, 22-34.
- L. W. Stern, B. Sternthal, and C.S. Craig (1973). Strategies for managing interorganizational conflict: A laboratory paradigm. Journal of Applied Psychology, 1974, 60, 472-482.
- C.S. Craig, B. Sternthal and C. Leavitt (1976). Advertising wearout: An experimental analysis. Journal of Marketing Research, 13, 365-372.
- B. Sternthal and Ruby Dholakia (1977). High credibility sources: Persuasive facilitators or persuasive liabilities? Journal of Consumer Research, 3, 223-233.
- L. Phillips and B. Sternthal (1977). Age differences in information processing. Journal of Marketing Research, 14, 449-457.
- J. Dodson, A. Tybout, and B. Sternthal (1978). The impact of deals and deal retraction on brand switching. Journal of Marketing Research, 15, 72-81.
- B. Sternthal, R. Dholakia and C. Leavitt (1978). The persuasive effects of source credibility: Tests of cognitive response. Journal of Consumer Research, 4, 252-260.
- B. Sternthal, R. Dholakia and C. Leavitt (1978). Rejoinder. Journal of Consumer Research, 5, 67-69.
- L. Phillips and B. Sternthal (1979). The persuasive effects of source credibility: A situational analysis. Public Opinion Quarterly, Fall, 285-314.
- R. Bagozzi, A. Tybout, C.S. Craig and B. Sternthal (1979). The construct validity of the tripartite classification of attitudes. Journal of Marketing Research, 16, 88-95.

- B. Calder and B. Sternthal (1980). Television commercial wearout: An information processing view. Journal of Marketing Research, 17, 173-186.
- A. Tybout, B. Calder, and B. Sternthal (1981). Using information processing theory to design marketing strategies. Journal of Marketing Research, 18, 73-79.
- A. Tybout, B. Sternthal, and B. Calder (1983). Information availability as a determinant of multiple request effectiveness. Journal of Marketing Research, 20, 280-290.
- D. Roedder, B. Sternthal and B. Calder (1983). Attitude-behavior consistency in children's responses to television advertising. Journal of Marketing Research, 20, 337-349.
- J. Kisielius and B. Sternthal (1984). Detecting and explaining vividness effects in attitudinal judgments. Journal of Marketing Research, 21, 54-64.
- D. Hannah and B. Sternthal (1984). Detecting and explaining the sleeper effect. Journal of Consumer Research, 11, 632-642.
- J. Kisielius and B. Sternthal (1986). Examining the vividness controversy: An availability-valence interpretation. Journal of Consumer Research, 12, 418-431.
- B. Sternthal, A. Tybout and B. Calder (1987). Confirmatory versus comparative approaches to judging theory tests. Journal of Consumer Research, 14, 114-124.
- P. Anand and B. Sternthal (1990). Ease of message processing as a moderator of repetition effects in advertising. Journal of Marketing Research, 17, 345-353.
- D. Maheswaran and B. Sternthal (1990). The effects of knowledge, motivation, and type of message on ad processing and product judgments. Journal of Consumer Research, 17, 66-73.
- J. Meyers-Levy and B. Sternthal (1991). Gender differences in the use of message cues and judgments. Journal of Marketing Research, 18, 84-96.
- P. Anand and B. Sternthal (1991). Perceptual fluency and affect without recognition. Memory and Cognition, 19, 293-300.
- P. Anand and B. Sternthal (1992). The effects of program involvement and ease of message counterarguing on advertising persuasiveness. Journal of Consumer Psychology, 1, 225-238.
- J. Meyers-Levy and B. Sternthal (1993). A two-factor explanation of assimilation and contrast effects. Journal of Marketing Research, 30, 359-368.
- P. Malaviya, J. Kisielius and B. Sternthal (1996). The effect of type of elaboration on ad processing and judgment. Journal of Marketing Research, 33, 410-421.

- D. Maheswaran, B. Sternthal and Z. Gürhan (1996). Acquisition and impact of consumer expertise. Journal of Consumer Psychology, 5, 115-133.
- P. Malaviya and B. Sternthal (1997). The persuasive impact of message spacing. Journal of Consumer Psychology, 6, 233-255.
- P. Malaviya, J. Meyers-Levy and B. Sternthal (1999). Ad repetition in a cluttered environment: The influence of type of processing. Psychology & Marketing, 16, 99-118.
- A. Lee and B. Sternthal (1999). The effects of positive mood on memory. Journal of Consumer Research, 26, 115-127.
- M. Roehm and B. Sternthal (2001). The moderating effect of knowledge and resources on the persuasive impact of analogies. Journal of Consumer Research, 28, 257-272.
- S. Jung Grant, P. Malaviya and B. Sternthal (2004). The influence of negation on product evaluations. Journal of Consumer Research, 31, 583-591
- A. Tybout, B. Sternthal, P. Malaviya, G. Bakamitsos, and S. Park (2005). Information accessibility as a moderator of judgments. Journal of Consumer Research. June, 2005, 32, 76-85.
- E. W. Wan and B. Sternthal (2008). Regulating the effects of depletion through monitoring. Personality and Social Psychology Bulletin, 34, 32-46.
- M. Nam and B. Sternthal (2008). The effects of a different category context on target brand evaluations. Journal of Consumer Research, 35 (December), 668-679.
- E. W. Wan, J. Hong, and B. Sternthal (2009). The effect of regulatory orientation and decision strategy on brand judgments," Journal of Consumer Research, 35 (April), 1026-1038.
- P. Malaviya and B. Sternthal (2009). Parity product features can enhance or dilute brand evaluation: The influence of goal orientation and presentation format. Journal of Consumer Research, 36 (June), 112-121
- B. Sternthal and A. Bonezzi (2009). Decision making and aging: A commentary. Journal of Consumer Psychology, 19 (January), 23-27.
- J. Hong and B. Sternthal (2010). The effects of consumer prior knowledge and processing strategies on judgments. Journal of Marketing Research. 47, 301-311.
- A. Lee, P. Keller and B. Sternthal (2010). Value from regulatory construal fit:

The persuasive impact of fit between consumer goals and message concreteness. Journal of Consumer Research, 36, 735-747.

### Books, Monographs and Chapters

With R. Blackwell and J. Hensel (1970). Laboratory Equipment for Marketing Research. Dubuque, Iowa: Kendall/Hunt Publishing Company.

With C.S. Craig. Marketing experimentation. In Gerald Zaltman and Philip Burger (eds.), Marketing Research: Fundamentals and Dynamics. Hinsdale, Illinois: Dryden Press, 1974.

With Gerald Zaltman (ed.). Broadening the concept of consumer behavior. In Gerald Zaltman and Brian Sternthal (eds.), Broadening the Concept of Consumer Behavior. Monograph of the Association of Consumer Research, 1975.

With C.S. Craig. Consumer Behavior: An Information Processing Perspective. Englewood Cliffs, N.J.: Prentice-Hall, 1982.

With P. Anand. Resource matching as an explanation for message persuasion. In P. Cafferata and A. Tybout (eds.), Perspectives on the Affective and Cognitive Effects of Advertising, Lexington Books, 1988.

With John Sherry (eds.), Advances in Consumer Research. Provo, UT: Association for Consumer Research, 1992.

With Alice Tybout and Bobby Calder. Experimental Design: Generalization and Theoretical Explanation, In Principles of Marketing Research, Richard Bagozzi,(ed.), Blackwell, 1994.

With Alice Tybout. The Four Ds of Effective Positioning: Defining, Differentiating, Deepening, and Defending. In Financial Times, October, 1998.

With Angela Lee. Developing Effective Copy Tests. In Financial Times, October, 1998.

With Alice Tybout. Segmentation and Targeting. In Dawn Iacobucci (ed.) Kellogg on Marketing, Wiley, 2001

With Alice Tybout. Brand Positioning. In Dawn Iacobucci (ed.) Kellogg on Marketing, Wiley, 2001.

Advertising Strategy. In Dawn Iacobucci (ed.) Kellogg on Marketing, Wiley, 2001.

With A. Tybout. Brand Positioning. In Kellogg on Branding (Alice Tybout and Tim Calkins, eds.). New York, NY: Wiley, 2005.

With A. Lee. Building Brands through Effective Advertising. In Kellogg on Branding. New York, NY: Wiley, 2005.

With A. Tybout, Brand Positioning. In Kellogg on Branding, New York, NY: Wiley, 2010.

With D. Rucker, Advertising Strategy. In Kellogg on Branding, New York, NY: Wiley, 2010.

With D. Rucker, Advertising Strategy. Copley, Acton, MA, 2009.

### Dissertation Chairmanships

Lora Harding  
Echo Wen Wan  
Myungwoo Nam  
Georgios A. Bakamitsos  
Bridgette Braig (co-chaired)  
Eyal Maoz (co-chaired)  
Prashant Malaviya  
Jill Grace (co-chaired)  
Durairaj Maheswaran  
Chris Janiszewski (co-chaired)  
Joan Meyers-Levy  
Ajay Bhasin  
Jolita Kisielius  
Deborah Roedder (co-chaired)  
Christian Pinson

### Invited Speeches

Cornell University, 1978, 1990, 2002  
University of Washington, 1978  
University of Western Ontario, 1979  
University of California, Los Angeles, 1979  
The Ohio State University, Psychology, 1981  
McGill University, 1982  
University of Michigan, 1982  
University of North Carolina, 1984  
University of Chicago, 1984, 1996  
Ohio State, 1986, 1994, 2003

Columbia University 1988, 2008  
University of Toronto 1992  
University of Illinois 1993  
Southern Methodist University 1995  
Indiana University 1995  
University of Pittsburgh 1996  
Berkeley 1996, 2002  
Yale University 2003  
University of Colorado, 2005  
University of Iowa, 2006

### Professional Affiliations and Activities

American Marketing Association

Association for Consumer Research  
American Marketing Association, Doctoral Consortium, 1984  
Co-Chair, Association for Consumer Research, 1991.

### **Committee Membership**

University Press 1979-1982	Program Review, ILS, 1994
Committee on Committees, 1980-81	Planning Committee DomainDinner 1999
Faculty Planning Committee, 1980-1981	Classroom Development, 2003, 2004
Doctoral Committee, KGSM, 1972-1973	Instructional Computing 2004
Curriculum Committee, KGSM, 1973-1975	Case Development, 2004
Personnel Committee, 1983-1986, 2006-2007	Reiter Award Committee, 2003, 2004
Planning Committee, KGSM, 1987-88	Conflict of Interest Committee 2010
Peer Evaluation Committee, 1993-94	University Senate