



**For Immediate Release
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**The American Marketing Association Names
Richard Lutz as VP of Publishing**

(CHICAGO, September 10, 2008) – Richard J. Lutz, J.C. Penney Professor of Marketing at the University of Florida, was named vice president of publishing for the **American Marketing Association**. Lutz, whose three-year term began July 1, 2008, replaced Russell S. Winer, who served as vice president since 2004.

“I am delighted that Rich Lutz has agreed to be the next vice president of publishing for the AMA,” Winer says. “Rich brings extensive editorial experience to the position as well as an outstanding record of scholarship. The AMA’s stable of academic publications will be in excellent hands over the next three years under Rich’s leadership.”

Lutz is an active member of the American Marketing Association and the American Psychological Association, and a past president of the Association for Consumer Research. He is a past editor of the *Journal of Consumer Research* and has authored more than 80 articles and books. He teaches introductory marketing at the undergraduate level and an MBA course on brand management. On five occasions, most recently in 2008, Lutz was named the Warrington College of Business Teacher of the Year. In 2006, he was selected by *BusinessWeek* as one of the top undergraduate business professors in the nation and is the 2007–2009 Distinguished Alumni Professor (appointed by the UF alumni association).

Lutz specializes in the areas of consumer behavior and marketing communications. He is involved in a wide range of research projects, including consumer escapism, corporate hypocrisy, celebrity endorser effects in advertising and consumer responses to Web-based advertising formats. He has served as a marketing consultant to several organizations, including Naylor Publications, J.C. Penney, Harris Corporation, Warner Brothers Records, the National Association of Realtors and Los Angeles County Museum of Art.

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About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong.

American Marketing Association offers highly acclaimed Training Series, professional conferences, and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association's website, MarketingPower.com, is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. Additionally, the American Marketing Association is the source for the field's top magazines and journals, including *Marketing News*. Through local and collegiate chapters, American Marketing Association members are connected with the best people and the best practices.

American Marketing Association is also the creator of Mplanet, the unparalleled industry event that brings together the world's most creative thinkers, including senior marketing executives, top academicians and other thought leaders, to share fresh insights, new concepts, the latest research and solutions for the most pressing marketing challenges and opportunities. Mplanet 2009 will take place in Orlando, Florida, January 26-28, 2009.

For more information on the American Marketing Association or Mplanet 2009, please visit www.MarketingPower.com.