



For Immediate Release

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AMA & AMA Foundation Announce 2010 Parlin Award Recipient



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**Charles Coolidge Parlin
Marketing Research Award**

ceremony will take place on Tuesday, September 28, 2010, at the AMA Marketing Research Conference in Atlanta, Ga.

CHICAGO, IL – July 29, 2010 — The Parlin Board of Governors, as an entity of the American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF), announces **Professor Jordan Louviere** as the recipient of the 2010 Charles Coolidge Parlin Marketing Research Award. This award recognizes Professor Louviere's substantial contributions and unwavering dedication to the ongoing advancement of marketing research practice. The Charles Coolidge Parlin Marketing Research Award

The Charles Coolidge Parlin Marketing Research Award was established in 1945 by the Philadelphia Chapter of the AMA and The Wharton School in association with the Curtis Publishing Company to honor distinguished academics and practitioners who have demonstrated outstanding leadership and sustained impact on the evolving profession of marketing research over an extended period. Established as a memorial to Charles Coolidge Parlin, recognized as a founder of marketing research and acknowledged for his early benchmarking studies of consumer issues, the Parlin Award is today a preeminent national honor.

Professor Louviere received a doctorate in Geography at the University of Iowa in 1973 and joined the University of Iowa's Marketing Department in 1978. He built marketing departments at both the University of Alberta (1985–1990) and the University of Sydney (1994–1999). In 2001, he joined the University of Technology, Sydney, as Professor of Marketing, where he established the Centre for the Study of Choice in 2003 and is its Executive Director.

Professor Louviere's research interests include consumer choice behavior, design and analysis of choice experiments, external validity of experiments and surveys, preference elicitation, measurement models, error variance issues, and ways to model choices of single individuals.

Professor Louviere cofounded Advanis, Inc., a marketing research company, and Memetrics, Inc., a company that conducts real-time experiments and analysis for interactive channels, which is now a part of Accenture Marketing Science. He has consulted with many public and private sector organizations.

Professor Louviere has written more than 200 articles, chapters, and books in marketing, applied economics, tourism, psychology, geography, and transportation. He has received numerous grants from the National Science Foundation (NSF), Social Sciences and Humanities Research Council of Canada (SSHRC), Australian Research Council (ARC), National Health and Medical Research Council of Australia (NHMRC), and other granting bodies.

The 2010 Charles Coolidge Parlin Award Board of Governors include the following:

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About the American Marketing Association Foundation

The American Marketing Association Foundation (AMAF) maximizes marketing for the betterment of society. This is accomplished by:

- Investing in the growth and use of nonprofit and social marketing knowledge,
- Supporting appropriate community outreach efforts, and
- Acknowledging academic and practitioner marketing excellence.

The AMAF works in partnerships and other strategic collaborations with the AMA, its chapters, marketing practitioners and academics, and scores of voluntary and community organizations. For additional information about the AMAF and its programs or to make a contribution, please visit www.themarketingfoundation.org.

About the American Marketing Association

The American Marketing Association (AMA) is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide. Our principal roles are:

- Connecting: The AMA serves as a conduit to foster knowledge sharing.
- Informing: Providing resources, education, career and professional development opportunities.
- Advancing: Promoting/ supporting marketing practice and thought leadership.

Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results.

For more information on the American Marketing Association please visit www.MarketingPower.com.

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