

## Marco Bertini

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### ACADEMIC APPOINTMENTS

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May 2006 – Current                      **Assistant Professor of Marketing** – London Business School, London, UK  
June 2000 – August 2001                **Instructor of Marketing** – IESE Business School, Barcelona, Spain

### EDUCATION

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<b>Harvard Business School, Harvard University</b> Doctor of Business Administration (Marketing)	Boston, USA June 2006
<b>IESE Business School, University of Navarra</b> Master of Business Administration	Barcelona, Spain June 2000
<b>The University of Melbourne</b> Bachelor of Commerce (Economics and Commerce)	Melbourne, Australia February 1998
<b>The University of Melbourne</b> Bachelor of Arts (Political Science)	Melbourne, Australia February 1998

### RESEARCH

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ACADEMIC ARTICLES Bertini, Marco, Luc Wathieu, and Sheena S. Iyengar (forthcoming), "The Discriminating Consumer: Product Proliferation and Willingness to Pay for Quality," *Journal of Marketing Research*.

Bertini, Marco, Elie Ofek, and Dan Ariely (2009), "The Impact of Add-On Features on Consumer Product Evaluations," *Journal of Consumer Research*, 36 (1), 17-28.

Bertini, Marco and Luc Wathieu (2008), "Attention Arousal through Price Partitioning," *Marketing Science*, 27 (2), 236-46.

Wathieu, Luc and Marco Bertini (2007), "Price as a Stimulus to Think: The Case for Willful Overpricing," *Marketing Science*, 26 (1), 118-29.

OTHER ARTICLES Bertini, Marco and Ricardo Cabornero (forthcoming), "iPhones: Making the Right Marketing Call," *Business Strategy Review*.

Bertini, Marco, John T. Gourville, and Elie Ofek (2011), "When the Name Is the Game," *Business Strategy Review*, 22 (3), 50-5.

Bertini, Marco and John T. Gourville (2011), "Time for a Unified Campaign?" *Harvard Business Review*, 89 (6), 129-33.

Bertini, Marco, John T. Gourville, and Elie Ofek (2011), "The Best Way to Name Your Product 2.0," *Harvard Business Review*, 89 (5), 36.

Hinterhuber, Andreas and Marco Bertini (2011), "Profiting When Customers Choose Value over Price," *Business Strategy Review*, 22 (1), 46-9.

Bertini, Marco and Nirmalya Kumar (2010), "The Upstart's Assault," *Harvard Business Review*, 88 (7-8), 159-63.

Bertini, Marco and Luc Wathieu (2010), "How to Stop Customers from Fixating on Price," *Harvard Business Review*, 88 (5), 84-91.

Nueno, José Luis and Marco Bertini (2001). "La Ventaja de una Logística Impecable: El Caso Condisline.com," *Harvard Deusto Márketing & Ventas*, 43 (March-April), 54-61.

#### PROCEEDINGS

Bertini, Marco and Utpal Dholakia (2010), "Financial Incentives and Consumer Product Choices," in *Advances in Consumer Research*, Vol. 37, ed. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN:

Lee, Leonard, Marco Bertini, and Dan Ariely (2009), "Money Muddles Thinking: The Effect of Price Consideration on Preference Consistency," in *Advances in Consumer Research*, Vol. 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: 86-9.

Bertini, Marco, John T. Gourville, and Elie Ofek (2008), "The Branding of Next-Generation Products," in *Advances in Consumer Research*, Vol. 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: 834.

Bertini Marco and Luc Wathieu (2007), "The Framing Effect of Price Format," in *Advances in Consumer Research*, Vol. 34, ed. Gavan J. Fitzsimons and Vicky G. Morwitz, Duluth, MN: 405-8.

Bertini, Marco, Elie Ofek, and Dan Ariely (2007), "To Add or Not to Add? The Effects of Add-Ons on Product Evaluation," in *Advances in Consumer Research*, Vol. 34, ed. Gavan J. Fitzsimons and Vicki G. Morwitz, Duluth, MN: 163.

#### MANUSCRIPTS

Bertini, Marco, Luc Wathieu, and Stephan A. Butscher, "The Curse of the Proud Innovator," proposal submitted, *Harvard Business Review*.

Bertini, Marco, John T. Gourville, and Elie Ofek, "Branding Next-Generation Products," revising for second round review, *Journal of Consumer Psychology*.

Lee, Leonard, Marco Bertini, and Dan Ariely, "Money Muddles Thinking: Prices and Preference Consistency," revising for second round review, *Management Science*.

Aydinli, Aylin and Marco Bertini, "Price Discounting for Emotional Impact," working paper.

Bertini, Marco and Luc Wathieu, "Starting Prices and Consumer Appreciation for Customization," working paper.

#### WORK IN PROGRESS

The costs of choice (with L. Wathieu, S. Iyengar)

Consumer reactance to conditional price promotions (with A. Aydinli)

Optimal discounting of daily deals (with A. Aydinli, A. Lambrecht)

Green or Cheap? (with A. Krishna, B. McFerran)

Paying for a discount (with L. Wathieu, A. Aydinli)

Price promotions and product placement (with M. Pirc)

What is a price freeze worth? (with A. Lambrecht, K. Misra)

Price dispersion and product line pricing (with A. Elberse)

The effect of price on consumer search behaviour (with L. Lee, N. Mazar)

A behavioural approach to the problem of selling value  
Price and consumer similarity judgments (with A. Chakravarti, R. Iyengar)  
Affordability and psychological distance (with U. Karmarkar)  
Should you treat new or existing customers better? (with T. Ham)  
Fast and frugal measures of willingness to pay (with M. Visentin)

#### INVITED TALKS

Universitat Pompeu Fabra, Barcelona, 2011 (2)  
Harvard Business School, Boston, 2011  
London Judgment and Decision Making Group, London, 2010  
The Research Board, Brussels, 2010  
European School of Management and Technology, Berlin, 2008  
Lancaster University Management School, Lancaster, 2007  
INSEAD, Fontainebleau, 2007  
International Management Institute, Brussels, 2006  
Harvard University, Cambridge, 2005  
UNC Kenan-Flagler Business School, Chapel Hill, 2005  
London Business School, London, 2005  
Tuck School of Business at Dartmouth, Hanover, 2005

#### PRESENTATIONS

ACR North American Conference, St. Louis, 2011  
INFORMS Marketing Science Conference, Houston, 2011  
Yale SOM Center for Customer Insights Conference, New Haven, 2011  
EMAC Conference, Copenhagen, 2010  
AM Brand, Identity, and Corporate Reputation Conference, Barcelona, 2010  
SCP Conference, Saint Pete Beach, 2010  
ACR North American Conference, Pittsburgh, 2009  
INFORMS Marketing Science Conference, Ann Arbor, 2009  
SJDJ Annual Meeting, Chicago, 2008 (2)  
ACR North American Conference, San Francisco, 2008  
INFORMS Marketing Science Conference, Vancouver, 2008  
EMAC Conference, Brighton, 2008  
ACR North American Conference, Memphis, 2007  
INFORMS Marketing Science Conference, Singapore, 2007  
Yale SOM Center for Customer Insights Conference, New Haven, 2007  
SCP Conference, Las Vegas, 2007  
ACR North American Conference, Orlando, 2006 (2)  
BDRM Conference, Santa Monica, 2006  
SJDJ Annual Meeting, Toronto, 2005 (2)  
Fordham University Pricing Conference, New York, 2005  
Northeastern Universities Marketing Consortium, Boston, 2005  
INFORMS Marketing Science Conference, Atlanta, 2005 (2)  
INFORMS Marketing Science Conference, Rotterdam, 2004 (2)

#### MEDIA MENTIONS

*Daily Mail* (12.8.2011), *Yahoo! Finance* (13.7.2011), *Financial Times* (30.6.2011),  
*Columbia Ideas at Work* (31.1.2011), *Making Money* (23.6.2010), *Casium* (26.11.2009),  
*Men's Health* (1.7.2009), *Marketing* (29.4.2009), *GrowthBusiness* (30.1.2009),  
*EurekAlert!*, *FirstScience*, *PhysOrg*, and *Science Daily* (26.1.2009), *Promotions Buyer*  
(1.12.2008), *Promotions & Incentives* (26.11.2008), *The Wise Marketer* (24.11.2008), *CFO*  
*Europe* (3.11.2008), *Procurement Leaders* (22.10.2008), *The Grocer* (8.10.2008), *Argus*  
*Lite* (11.7.2008), *ShortList* (10.7.2008), *The Marketer* (1.6.2008), *Financial Times*  
(23.2.2008), *Strategy+Business* (1.3.2007), *The Times* (18.1.2007), *HBS Working*  
*Knowledge* (11.12.2006), *Expansión* (20.7.2001), *Expansión* (6.4.2001)

## HONORS AND AWARDS

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Co-supervisor (Consumer Competence Track), European Commission Grant FP7-PEOPLE-2010-ITN, 2010  
Fellow, AMA-Sheth Foundation Doctoral Consortium, 2005  
Fellow, ISMS Doctoral Consortium, 2004  
Harvard Business School Graduate Fellowship, 2001-2006  
First ranked student by course grades, IESE Business School, 2000  
Graduated with Honors, The University of Melbourne, 1998

## TEACHING

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### COURSES AND PROGRAMMES

*Executive Education (Custom Programmes)* Air Liquide, BBVA, Boston Consulting Group, Česká Sporitelna, De Brauw, Ericsson, ExxonMobil, H&M, LeasePlan Corporation, IBM, Merck Serono, Sberbank, Starbev, Strauss Coffee, Sun Microsystems, Telekom Austria Group, Telenor Group

*Executive Education (Open Enrollment)* Growing Your Business, LBS (in collaboration with YPO), 2010  
Progressive Management, LBS (in collaboration with ECR), 2010  
Pricing for Profit, LBS, 2009  
Customer-Focused Marketing, LBS, 2007-current

*Executive MBA* Marketing Strategy, LBS-Columbia, 2010-current  
Marketing Strategy, WUTBS, 2008-2010

*MBA* Pricing Strategy, LBS, 2008-current  
Marketing, LBS, 2007-2010  
Marketing Management, IESE, 2000

*PhD* Judgment and Decision Making, LBS, 2011  
Design and Analysis of Experiments, LBS, 2007  
Behavioural Research in Pricing, LBS, 2006

### COURSE DEVELOPMENT

*Case Studies* "LivingSocial," under preparation  
"How Far Can the Ironman Go?" under preparation  
"Pricing at Roche Diagnostics," under preparation  
"Barceló Hotels and Resorts (A)," HBS case study 9-511-108  
"Global Graphics: Pricing in a New Market," LBS case study CS-10-014  
"The London 2012 Olympic Games," HBS case study 9-510-039  
"BT Business: Responding to 'Free Forever'," LBS case study CS-08-041  
"viagogo (A) (B)," LBS case studies CS-08-039/040  
"Vitamax Technologies," IESE case study M-1139-E  
"Muxxic Latina," IESE case study M-1135-E  
"Teléfonos de México," IESE case study M-1124-E  
"Canal Satélite Digital," IESE case study M-1121-E  
"lastminute.com (A) (B) (C)," IESE case studies M-1115/1116/1117-E

*Technical Notes* "The Recorded Music Industry," IESE note MN-337-E

## PROFESSIONAL ACTIVITIES

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### NON-ACADEMIC EMPLOYMENT

January 1995 – July 1998 Sales & Marketing Manager (Wholesale) – Unilever Ltd, Melbourne, Australia

## CONSULTING

*Commissioned Research* Havas Media, Valassis

*Corporate Training* Bolton Group, British Telecom, GlaxoSmithKline, Havas Media, John Lewis Partnership, Pfizer, Procter & Gamble, Schibsted, UK Technology Strategy Board, voestalpine

*Projects* AC Hotels, Arrow Electronics, Astrazeneca, Chevron-Texaco, De Beers, Merck, Merck Serono, Miller Brewing Co., Procter & Gamble, Union Española de Explosivos, US Tobacco Education & Prevention Board

## ACADEMIC SERVICE

*Administrative* MBA Core Course Committee, LBS, 2006–2009

*Doctoral Students* Aylin Aydinli

*Reviewing* ACR North American Conference, California Management Review, EMAC Conference, International Journal of Research in Marketing, Journal of Consumer Research, Journal of Economic Psychology, Management Science, Marketing Science, SCP Conference

## AFFILIATIONS

American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making