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Appointments

London Business School

Chair, Marketing Subject Area, 2006-2009, 2010-11
London Business School Chaired Professor of Marketing, 2008-2010
Faculty Representative, Governing Body, 2007-2010
Professor, since 2006
Associate Professor with tenure, 2004-2006
Associate Professor, 2002-2004

The Brand Inside

Non-Executive Chairman, since 2006

MIT Sloan School of Management

Associate Professor, 2000-2002
Founding Director, eBusiness Track, 1999-2000
Richard S. Leghorn Career Development Professor of Entrepreneurship, 1999-2002
Director, New Product and Venture Development Track, 1997-1999
Assistant Professor, 1995-2000

Carlson School of Management, University of Minnesota

Assistant Professor, 1994-1995

Degrees

Ph.D.	1994	<i>Columbia University</i>
M.Phil.	1993	<i>Columbia University</i>
M.B.A.	1989	<i>Syracuse University</i>
B.A.	1987	<i>Syracuse University</i>
International Baccalaureate	1984	<i>Internationale Schule Hamburg, Germany</i>

Other Education

Visiting Professor Program	1996	<i>The Gillette Company</i> , Boston, Massachusetts
Faculty Development in International Business	1994	<i>University of South Carolina</i>
Certificat de Langue Française	1986	<i>Université Libre de la Cote d'Azur</i> , France

Research

Refereed Journal Publications

- Puntoni, Stefano, Steven Sweldens, and Nader T. Tavassoli (2011), "Gender Identity Salience and Perceived Vulnerability to Breast Cancer," *Journal of Marketing Research*.
- *Lead article.*
- Hamilton, Rebecca W., Stefano Puntoni, and Nader T. Tavassoli (2010), "Categorization by Groups," *Organizational Behavior and Human Decision Processes*, 112, 70-81.
- Puntoni, Stefano, and Nader T. Tavassoli (2007), "The Effect of Social Context on Advertising Reception," *Journal of Marketing Research*, 44 (May), 284-296.
- Tavassoli, Nader T., and Gavan J. Fitzsimons (2006), "Spoken and Typed Expressions of Repeated Attitudes: Matching Response Modes Leads to Attitude Retrieval Versus Construction." *Journal of Consumer Research*, 33 (September), 179-187.
- Van Osselaer, Stijn M. J., Suresh Ramanathan, Margaret C. Campbell, Joel B. Cohen, Jeannette K. Dale, Paul M. Herr, Chris Janiszewski, Arie W. Kruglanski, Angela Y. Lee, Stephen J. Read, J. Edward Russo, and Nader T. Tavassoli (2005), "Choice Based on Goals," *Marketing Letters*, 16 (3/4), 335-346.
- Tavassoli, Nader T., and Yih Hwai Lee (2004), "The Effect of Attribute Order on Judgment in Chinese and English." *Journal of Experimental Psychology: Applied*, 10 (December), 258-266.
- Tavassoli, Nader T., and Yih Hwai Lee (2003), "The Differential Interaction of Auditory and Visual Advertising Elements with Chinese and English," *Journal of Marketing Research*, 40 (November), 268-280.
- Raymond, Jane E., Mark Fenske, and Nader T. Tavassoli (2003), "Visual Attention Determines Emotional Responses to Novel Stimuli" *Psychological Science*, 14 (06), 537-542.
- Tavassoli, Nader T. (2002), "Spatial Memory for Chinese and English," *Journal of Cross-Cultural Psychology*, 33 (4), 415-430.

- Tavassoli, Nader T., and Jin K. Han (2002), "Auditory and Visual Brand Identifiers in Chinese and English," *Journal of International Marketing*, 10 (2), 13-28.
- Fitzsimons, Gavan J., Wes Hutchinson, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank Kardes, Geeta Menon, Priya Raghubir, J. Edward Russo, Baba Shiv, Nader T. Tavassoli, and Patti Williams (2002), "Non-Conscious Influences on Consumer Choice," *Marketing Letters*, 13 (August), 269-279.
- Tavassoli, Nader T., and Jin K. Han (2001), "Scripted Thought: Processing Korean Hancha and Hangul in a Multimedia Context," *Journal of Consumer Research*, 28 (December), 482-493.
- Tavassoli, Nader T. (2001), "Color Memory and Evaluations for Alphabetic and Logographic Brand Names," *Journal of Experimental Psychology: Applied*, 7 (June), 104-111.
- Parker, Philip M., and Nader T. Tavassoli (2000), "Homeostasis and Consumer Behavior Across Cultures," *The International Journal of Research in Marketing*, 17 (1), 33-53.
- 2000 IJRM Best Article Award Competition, honorable mention.
- Tavassoli, Nader T. (1999), "Temporal and Associative Memory in Chinese and English," *Journal of Consumer Research*, 26 (September), 170-181.
- Tavassoli, Nader T. (1998), "Language in Multimedia: Interaction of Spoken and Written Information," *Journal of Consumer Research*, 25 (June), 26-37.
- 1999 Robert Ferber Award, honorable mention.
- Tavassoli, Nader T., Clifford J. Shultz II, and Gavan J. Fitzsimons (1995), "Program Involvement: Are Moderate Levels Best for Memory and Attitudes?" *Journal of Advertising Research*, 35 (5), 61-72.
- Schmitt, Bernd H., Yigang Pan, and Nader T. Tavassoli (1994), "Language and Consumer Memory: The Impact of Linguistic Differences Between Chinese and English," *Journal of Consumer Research*, 21 (December), 419-431.
- Nader T. Tavassoli, Lauren I. Goldberg Block, Morris B. Holbrook, and Bernd H. Schmitt (1993), "Perceptions of Western Products in Transforming Socialist Countries: The Moderating Role of Political Orientation," *The European Advances in Consumer Research*, 1993, Vol. 1, 226-232.
- Schmitt, Bernd H., Nader T. Tavassoli, and Robert T. Millard (1993), "Memory for Print Advertisements: Understanding Relations Among Brand Name, Copy and Picture," *Journal of Consumer Psychology*, 2 (1), 55-81.

Book Chapters

Bernd H. Schmitt and Nader T. Tavassoli (2009), "Consumer Cognition Across Cultures," in Masaaki Kotabe and Kristiaan Helsen (Eds.) *SAGE Handbook of International Marketing*, 73-90.

Nader T. Tavassoli (2009), "Climate, Psychological Homeostasis and Individual Behaviors Across Cultures," in Robert S. Wyer (Ed.) *Understanding Culture: Theory, Research and Application*, Psychology Press, 211-221.

Nader T. Tavassoli (2008), "The Effect of Selecting and Ignoring on Liking," in *Visual Marketing: From Attention to Action*, Michel Wedel and Rik Pieters (Eds.), New York: NY, Lawrence Erlbaum Associates, pp. 73-89.

Nader T. Tavassoli (2003), "Scripted Thought," in Linda M. Scott and Rajeev Batra (Eds.), *Persuasive Imagery: A Consumer Response Perspective*, 141-152.

Other Publications

"How to Achieve Brand Traction," *FS Focus*, 54 (November), 2011, pp. 22-24.

"Gender Identity and Breast Cancer Campaigns," *RSM Insight*, 7, 2011, pp. 4-6 (with Stefano Puntoni and Steven Sweldens).

"So You Think You Know Your Customers?" *International Commerce Review*, 10 (1), 2011, 56-69.

"Branding from the Inside Out," *Business Strategy Review*, 19 (2), 2008, pp. 94-95.

"Branding from the Inside Out," *Brand Strategy*, July/August 2007, pp. 40-41.

"Biting the Wax Tadpole," *Alumni News*, 112 (July), 2007, pp. 14-15.

"Would a Rose in Chinese Smell as Sweet?" *Business Strategy Review*, 18 (2), 2007, pp. 35-39.

"That Which We Call a Rose in Chinese Would Smell as Sweet?" *Advertising & Society Review*, 8 (1), March 2007.

"Building the Customer-Focused Organization," *Barco Annual Report 2006*, p. 17.

"Dell Should Listen – Product Recalls Can Be Good," *Financial Times*, August 16, 2006, p. 13 (with Nirmalya Kumar).

Teaching

Awards

2009 Excellence in Teaching Award, *London Business School* (3rd ever recipient)

Ph.D. Advising

Advisor, Matteo Visentin, *London Business School*, current

Advisor, Stefano Puntoni, *London Business School*, 2005

- 2006 *Emerald/EFMD Outstanding Doctoral Research Award*, Winner

Co-advisor, Rebecca Hamilton, *MIT*, 2000

- 2002 *Robert Ferber Award*, Honorable Mention

Case Studies

111 years of Henkel: Devising a New Brand Portfolio and Architecture Strategy, 2012

How Far Can Ironman Go? 2012 (with Marco Bertini and Sergio Nuñez Alvarez)

LUTA: How Can the Fight for Peace Story Help Sell Clothes? 2012 (Terri Jayme and Emily Perry)

Nespresso. What Next? 2012 (with Jamie Anderson and Mark Collins)

Revenue Model Innovation at Roche Diagnostics, 2012 (with Marco Bertini)

Segmenting Business Markets at Roche Diagnostics, 2012 (with Uta-Maria Ohndorf)

The Simínn Brand Inside, 2007 (with Susan Fournier); LBS case no. 07-006.

Brand Consolidation: Re-Positioning Unilever's European Ice Cream Business, 2005

(with Zoran Svetlicic); ECCH case 505-113-1; teaching note 505-113-8.

- 100 Best Selling Cases, ECCH (2006, 2007)

Red Bull: The Anti-Brand Brand, 2005 (with Nirmalya Kumar and Sophie Linguri);

ECCH case 505-098-1; teaching note 505-098-8.

- Overall Winner, 2010 ECCH European Case Awards
- Marketing Winner, 2009 ECCH European Case Awards
- 100 Best Selling Cases, ECCH (2006-2010)

Subjects Taught

MBA

- Consumer Marketing
- eBusiness Innovation (Project Lab)
- Evaluating eBusiness Models
- Financing New Ventures
- Global Marketing
- Marketing Management (Sloan Fellows)
- Marketing Strategy (MBA core)
- New Product and Venture Development

Ph.D.

- Consumer Psychology
- Marketing Proseminar

Undergraduate

- Marketing Strategy

Executive Programme Directing & Teaching

- AXA Senior Marketing College
- Customer Focused Marketing
- IPA 5, *Institute for Practitioners in Advertising*
- Managing Brands as Strategic Assets
- Progressive Management Programme, *ECR Europe*
- Telenor Brand Academy

Open-Enrollment Executive Programme Teaching

- Advanced Development Programme
- Emerging Leaders Programme
- Market Driving Strategies
- Senior Executive Programme
- Strategic Talent Management

Consulting and Customized Executive Programmes

Clients have ranged from high-tech start-ups to over 30 Global Fortune 500 companies across a wide range of industries.