



"The Brand-Customer Connection" Selected Among Top 50 Management Articles in 2005

Paper Co-Authored by Ipsos Researchers chosen among best from more than 20,000 papers published last year

New York, NY, March 9, 2006 – A paper co-authored last year by two Ipsos researchers examining the benefits of uniting brand and customer relationship management was cited as one of the Top 50 articles by Emerald Management Reviews of Emerald Group Publishing, Ltd., the leading international publisher of academic and professional literature in the fields of management and library and information services.

The paper, "The Brand-Customer Connection," originally appeared in the July/August 2005 issue of the American Marketing Association's *Marketing Management* journal and can be found at:

<http://www.ipsosloyalty.com/knowledgecenter/whitepaper.cfm#>

Each year, Emerald's panel of experts selects the Top 50 papers out of a possible 20,000 articles published in over 400 of the world's top management and management related journals. The paper, by authors Timothy L. Keiningham, Lerzan Aksoy, Tiffany Perkins-Munn and Terry G. Vavra, received the "Citation of Excellence," the highest accolade that Emerald Management Reviews awards to authors.

Second Paper Selected As Finalist by International Journal of Managing Service Quality

Another paper from Keiningham entitled, "Does Customer Satisfaction Lead to Profitability? The Mediating Role of Share of Wallet," was selected as a finalist for best paper by the International Journal of Managing Service Quality. This paper was co-authored with Perkins-Munn, Aksoy, and Demitry Estrin. It, too, can be found at:

<http://www.ipsosloyalty.com/knowledgecenter/whitepaper.cfm#>.

Said Tom Neri, President of Ipsos Loyalty: "These authors challenge traditional thinking and present their arguments wisely. We're pleased to see the broad level of interest and applaud the hard work of Keiningham and his peers."

About The Brand-Customer Connection:

Brand-centric marketing can be thought of as manipulating the elements of the marketing mix to improve brand equity. In contrast, customer-centric marketing—a newer perspective popularized through satisfaction and needs/requirements studies—largely focuses on efforts to improve customers' perceptions of their experiences relating to an organization's products or services or the organization itself. While marketers, both academic and practitioner, have focused on one side or the other of the product-consumer equation, more recognition needs to be given to the combined and interactive nature of these two perspectives. For researchers, investigations into consumer purchasing behavior that focus either on brand-specific or customer-specific measures may underestimate their effect on customer spending patterns by ignoring the interactive nature of both components.

"The implication of these results for managers is even more important. It suggests that the departmentalization that is so prevalent in most commercial organizations (separating brand management efforts from satisfaction management efforts) is precluding a fuller understanding of the interactions occurring in the marketplace. Indeed, a holistic approach needs to be adopted, combining the power of the brand with the power of the customer," said author Tim Keiningham.

"Our results offer compelling evidence for the benefits to be gained from uniting brand management and customer relationship management. We suggest that brand managers, in their endeavors, should team with their customer loyalty or relationship managers. Such a union could only result in a more complete understanding of the competitive dynamics of product categories and will correlate far better with financial results," said Keiningham.



About the Authors

Timothy L. Keiningham is Senior Vice President and head of consulting at Ipsos Loyalty. He may be reached at timothy.keiningham@ipsos-na.com. Lerzan Aksoy is assistant professor of marketing at Koç University in Istanbul, Turkey. She may be reached at laksoy@ku.edu.tr. Tiffany Perkins-Munn is vice president at a large financial institution and may be reached at Tiffola@aol.com. Terry G. Vavra is chairman emeritus of Ipsos Loyalty and founder of Marketing Metrics Inc., which became Ipsos Loyalty in 2003. He may be reached at terry.vavra@ipsos-na.com. Demitry Estrin is an associate at a large financial institution.

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