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Prior to that, he was Professor of Marketing Research at the University of Groningen in the Netherlands. He has co-authored seminal papers on market segmentation, conjoint analysis, and choice modeling. His current interests are in the areas of strategic market research and market research organizational issues. Dr.

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in Marketing Science, Management Science, Journal of Marketing Research, Journal of Economic Behavior and Organization and Journal of Mathematical Psychology. His work has received the John D.C. Little award and the Frank Bass award. He serves on the editorial boards of Journal of Marketing Research and Marketing Science.

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iv 34. Anger at Service Provider 38 35. Animosity (Economic) 39 36. Anomia 40 37. Anthropomorphizing 41 38. Anticipated Regret of Losing a Gamble 42 39.

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