

NADER THOMAS TAVASSOLI

January 2024

London Business School	Office	+44 (0)20 7000 8616
London NW1 4SA	E-mail	ntavassoli@london.edu
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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, Boston, Massachusetts</i>
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, France</i>

Appointments

London Business School

Academic Director, Leadership Institute, 2020-current
Faculty Advisor, LBS Publishing, 2020-current
Academic Director, The Hive (innovation hub), 2020-2023
Strategic Academic Advisor, Leadership Institute, 2015-2020
Chair, Diversity Working Group, 2015-2018
Founding Director, Walpole Luxury Management Programme, 2013
Chair, Marketing Subject Area, 2006-2009, 2010-11
Faculty Representative, Governing Body, 2007-2010
Professor, since 2006
Associate Professor with tenure, 2004-2006
Associate Professor, 2002-2004

The CMO Survey®

UK Director, 2020-2023

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

Refereed Journal Publications

Moorman, Christine, Alina Sorescu, and Nader T. Tavassoli (2023), "Brands in the Labor Market: How Vertical and Horizontal Brand Differentiation Impact Pay and Profits Through Employee-Brand Matching," *Journal of Marketing Research*.

Tavassoli, Nader T., and Matteo Visentin (2022), "To Buy or How Much to Buy? Partition Dependence in Purchase-Quantity Decisions," *Marketing Letters*, 33 (2), 177-188.

- *Lead article*

Tavassoli, Nader T., Alina Sorescu, and Rajesh Chandy (2014), "Employee-Based Brand Equity: Why Firms with Strong Brands Pay Their Executives Less," *Journal of Marketing Research*, 51 (6), 676-690.

- Finalist, *Paul E. Green Award* – recognizing the best article in the *Journal of Marketing Research* that demonstrates the greatest potential to contribute significantly to the practice of marketing research.
- Featured in *Harvard Business Review* (July-Aug 2015) "Strong Brands, Weak Pay," p. 24.
- *MSI Must Read* – selected by the Academic Trustees of the *Marketing Science Institute* among all 2014 journal articles in the field of marketing.

Janiszewski, Chris, Andrew Kuo, and Nader T. Tavassoli (2013), "The Influence of Selective Attention and Inattention to Products on Subsequent Choice," *Journal of Consumer Research*, 39 (6), 1258-1274.

Puntoni, Stefano, Steven Sweldens, and Nader T. Tavassoli (2011), "Gender Identity Salience and Perceived Vulnerability to Breast Cancer," *Journal of Marketing Research*, 48 (3), 413-424.

- *Lead article*
- Featured in *Harvard Business Review* (July-August 2011) "Defend Your Research: The Color Pink Is Bad for Fighting Breast Cancer"

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 Raghuram, 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," *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.

Tavassoli, Nader T., 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," *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.

The CMO Survey® UK Reports (Topline and Firm & Industry Breakout Reports 2021, 2022, 2023)

<https://www.london.edu/faculty-and-research/leadership-institute/cmo-survey>

Other Publications

- “How ‘Brand’ Impacts Pay, Employee Behaviour and Profits,” 2024, *Gulf Business* (with Christine Moorman and Alina Sorescu): <https://gulfbusiness.com/how-brand-affects-pay-employees-and-profits/>
- “Pricing Solutions to Bhutan's Sustainable Tourism Policy,” 2023, *think* at London Business School: <https://www.london.edu/think/pricing-solutions-to-bhutans-sustainable-tourism-policy>
- “The End of Averages for Marketing Budgets,” 2023, *Sloan Management Review* (with Christine Moorman): <https://sloanreview.mit.edu/article/the-end-of-averages-for-marketing-budgets/>
- “Red Bull Spreads Its Wiiiings ... Into Fashion!,” 2023, Issue 1, *think* at London Business School, 58-61 (with Ahmet Mercan).
- “Lead From the Outside In,” 2023, *think* at London Business School: <https://www.london.edu/think/how-to-lead-effectively-in-2023>.
- “Why Marketers Are Returning to Traditional Advertising,” 2022, *Harvard Business Review Special Issue: Marketing in the Age of Connection*, 45-47 (with Christine Moorman and Megan Ryan). Online: <https://hbr.org/2022/04/why-marketers-are-returning-to-traditional-advertising>.
- “Die Magie der Marke,” 2022, *Fashion Today* (interview): <https://www.fashiontoday.de/2022/11/die-magie-der-marke/>.
- “Exercise the Three Cs and Grow Cross-Functional Integration,” 2022, *think* at London Business School: <https://www.london.edu/think/4-lessons-for-leaders-in-2022>.
- “The Customer Was Then, the Consumer Is Now,” 2018, *London Business School Review*: <https://www.london.edu/think/the-customer-was-then-the-consumer-is-now>.
- “False Profits and the Folly of Gift Card Expiry Dates,” 2017, *London Business School Review*: <https://www.london.edu/think/false-profits-and-the-folly-of-gift-card-expiry-dates>.
- “When It’s Time to Expand Beyond the Base,” 2017, *Harvard Business Review*, 95 (5), 143–7 (with Marco Bertini): <https://hbr.org/2017/09/when-its-time-to-expand-beyond-the-base>.
- “Brand Britain Post-Brexit,” 2017, *London Business School Review*: <https://www.london.edu/think/brand-britain-post-brexit>.
- “A Seven Book Guide to Brand Building,” 2016, *London Business School Review*: <https://www.london.edu/think/a-seven-book-guide-to-brand-building>.
- “How a Hong Kong Gas Company Went from Bland to Brand,” 2016, *London Business School Review*: <https://www.london.edu/think/how-a-hong-gas-company-went-from-bland-to-brand>.
- “Can One Business Unit Have 2 Revenue Models?,” 2015, *Harvard Business Review*, 93 (3), 131-135 (with Marco Bertini): <https://hbr.org/2014/12/case-study-can-one-business-unit-have-2-revenue-models>.
- “Are You Measuring the Right Things Right?,” 2015, *London Business School Review*: <https://www.london.edu/think/are-you-measuring-the-right-things-right>.
- “Brand impact – it’s Greater for CEOs than Customers,” 2015, *London Business School Review* (with Alina Sorescu and Rajesh Chandy): <https://www.london.edu/think/brand-impact>.
- “Firing Up Your Neurons of Choice,” 2013, *Business Strategy Review*, 24(2), 78.
- “Attention Deficit,” 2013, *Business Strategy Review*: <https://www.london.edu/think/attention-deficit>.

“Product Failure is a Moment of Truth,” 2013, *Business Strategy Review* (with Nirmalya Kumar): <https://www.london.edu/think/product-failure-is-a-moment-of-truth>.

“Brand New Thinking” (interview), Summer 2012, *Private Equity Findings*, 6-7.

“Case Study: New Pricing Scheme Backfires,” May 8, 2012, *Financial Times* (with Marco Bertini).

“Eclectic Reading,” Spring 2012, *Business Strategy Review*, 23 (1), 68-69.

“How to Achieve Brand Traction,” 2011, *FS Focus*, 54, 22-24.

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

“Beyond Pink,” 2011, *Business Strategy Review* (with Stefano Puntoni and Steven Sweldens): <https://www.london.edu/think/beyond-pink>.

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

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

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

“Biting the Wax Tadpole,” July 2011, *Alumni News*, 112, 14-15.

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

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

“Building the Customer-Focused Organization,” *Barco Annual Report 2006*, 17.

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

Book Chapters

Nader T. Tavassoli (2015), “The New 4Ps of Branding: People, People, People and People,” in Silke Bartsch and Christian Blümelhuber (Eds.) *Always Ahead in Marketing*, Springer Gabler, 403-404.

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.

Editorial Boards (current)

Journal of Marketing

Journal of Consumer Research

Case Studies and Notes

Top 50 Worldwide Bestselling Author, The Case Centre

Santiago Artemis: Growing a Luxury Brand and Business, 2023, LBS case

Bhutan: Re-Pricing Happiness, 2023, LBS case

A Baby Nespresso for the Diaper Set, 2023, LBS case

Red Bull Spreads Its Wings, 2022, CS-22-016/TN-22-011

- Prize Winner – best-selling case (2023)

ALive: Is Ecosystem Orchestration the Future for AIA?, 2022, LBS case

AIA Vitality, 2021, LBS case

Hong Kong's Towngas: From Bland to Brand, 2021, LBS case

COVID-19: Pret a Manger's Fight for Survival, 2020 (with Jessica Spungin), CS-20-021/TN-20-017

The WTO and Tobacco Plain Packaging: Is Packaging Advertising and Does It Influence Consumption?, 2020, CS-20-020/TN-20-016

Background Note: The Marketing Process, 2020, LBS BCN-001-20

Technical Note: Brand Value and Valuation, 2020, LBS TCN-001-20

Hertz International: Differentiating the Brand Portfolio, 2020, LBS case

Brand Valuation: What, How and Why?, 2019, Case Centre case 519-0002-1/TN 519-0002-8 (Harvard case LBS216/TN LBS217)

M-KOPA Solar: Using Digital Disruption to Connect the World's Poor, 2018 (with Jamie Anderson and Martin Kupp), Case Centre case 519-0018-1/TN 519-0018-8 (Harvard case LBS188/TN LBS189)

Dollar Shave Club: Disrupting the Razor Industry, 2018 (with Jamie Anderson and Karin Kollenz), Case Centre case 518-0137-1/TN 518-0137-8 (Harvard case LBS150/TN LBS151)

- Overall Winner, 2021 The Case Centre Awards and Competitions
- Prize Winner – best-selling case (2020-2023)

When It's Time to Expand Beyond the Base, 2017 (with Marco Bertini), Harvard case R1705X

When You Have to Choose Between Core and New Customers, 2017 (with Marco Bertini), Harvard case H03R2P

Nokia Siemens Networks: Branding a Global Merger from the Inside Out, 2013 (with Simona Botti and Gudrun Herrmann), Case Centre case 513-105-1/TN 513-105-8

Revenue Model Innovation at Roche Diagnostics, 2013 (with Marco Bertini), LBS case 13-015

Segmenting Business Markets at Roche Diagnostics, 2013 (with Uta-Maria Ohndorf), LBS case 13-019

Fight for Peace and LUTA: Blurring the Lines Between Charity and Business, 2012 (with Terri Jayme and Emily Perry), LBS case

Nespresso. What Next? 2012 (with Jamie Anderson and Mark Collins); ecch case 312-051-1/TN 312-051-8/media support 312-051-0/supplement 312-051-4 (Harvard case LBS198/TN LBS199)

- Category Winner, Strategy & General Management, The Case Centre Awards and Competitions 2017

- Prize Winner – best-selling case (2014-2018)
- Classic case collection: Strategy & General Management (2022-2023)

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

The Simínn Brand Inside, 2007 (with Susan Fournier); LBS case 07-006, LBS case

Brand Consolidation: Re-Positioning Unilever's European Ice Cream Business, 2005 (with Zoran Svetlicic), ecch case 505-113-1/TN 505-113-8

- Prize Winner – best-selling case (2006-2007)

Red Bull: The Anti-Brand Brand, 2005 (with Nirmalya Kumar and Sophie Linguri), ecch case 505-098-1/TN 505-098-8

- The Case Centre Top 50 Cases – 1973-2023 (#14)
- Classic case collection: Marketing (2021-2023)
- 40th anniversary top 40 bestselling cases worldwide, 2014
- Overall Winner, 2010 ECCH European Case Awards
- Category Winner, Marketing, 2009 ECCH European Case Awards
- Prize Winner – best-selling case (2006-2020)

Teaching

Awards

2022 Best First-Year Teacher Award, MBA Class of 2022, *London Business School*

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

Ph.D. Student Advising

Advisor, Matteo Visentin, *London Business School*, 2016

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

MBA Courses

Consumer Marketing

eBusiness Innovation (Project Lab)

Entrepreneurship

Evaluating eBusiness Models

Financing New Ventures

Global Business Experience on Luxury Branding (Paris)

Global Marketing

London Business Experience (Fight for Peace, English National Ballet, Red Arrows)

Marketing Management (Sloan Fellows)

Marketing Strategy (Global EMBA core)

Marketing Strategy (MBA core)

New Product and Venture Development

Ph.D. Courses

Consumer Psychology

Marketing Proseminar

Undergraduate Courses

Marketing Strategy

Executive Education Programme Directing

aCXelerate – Leading Customer Experience, AIA

Building Luxury Brand Desirability, LVMH

Customer Focused Marketing, *London Business School* open-enrollment programme

IPA 5, *Institute for Practitioners in Advertising*

Marketing Strategy, *GfK Academy*

Progressive Management Programme, *ECR Europe*

Senior Marketing College, AXA

Telenor Brand Academy

Other Open-Enrollment Executive Education Programme Teaching

Accelerated Development Programme: Transition to General Management

Emerging Leaders Programme

Entrepreneurs' Organization

Exploiting Disruption in a Digital World

Market Driving Strategies

Senior Executive Programme

Strategic Talent Management

Young Presidents' Organization (YPO) Programme

Massive Open Online Course (MOOC)

Brand Management: Aligning Business, Brand and Behavior
(<https://www.coursera.org/learn/brand>), over 420,000 enrolled (4.9/5.0 average rating)

Professional Experience

Advisor, coach, and executive instructor to over 100 organizations, ranging from internet and high-tech start-ups to over 30 Global Fortune 500 companies. Non-executive Chairman of *The Brand Inside* from 2006 to 2022.