

## NADER THOMAS TAVASSOLI

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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>

### Appointments

#### *London Business School*

Academic Director, Leadership Institute, 2020-2025  
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 (2024), "Brands in the Labor Market: How Vertical and Horizontal Brand Differentiation Impact Pay and Profits Through Employee-Brand Matching," *Journal of Marketing Research*, 61 (2), 204-224.

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 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," *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

"Leading Brands From The Inside Out," 2024, *Forbes*:

<https://www.forbes.com/sites/lbsbusinessstrategyreview/2024/01/19/leading-brands-from-the-inside-out/>

"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 Wiiings ... 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 Bestselling Case Author: <https://www.thecasecentre.org/BestsellingAuthors/>

Santiago Artemis: Growing a Luxury Brand and Business, 2024, CS-524-0047-1/TN-524-0047-8

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

- Marketing Category Winner, 2025, The Case Centre Awards and Competitions
- Prize Winner – The Case Centre best-seller (2023, 2024)

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 – The Case Centre best-seller (2020-2024)

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)

- Strategy & General Management Category Winner, 2017, The Case Centre Awards and Competitions
- Prize Winner – The Case Centre best-seller (2014-2018)
- The Case Centre Classic Case Collection: Strategy & General Management (2022-2024)

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

The Siminn 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 – The Case Centre best-seller (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)
- The Case Centre Classic Case Collection (2021-2024)
- 40th anniversary top 40 bestselling cases worldwide, 2014, The Case Centre
- Overall Winner, 2010, ECCH European Case Awards
- Marketing, Category Winner, 2009, ECCH European Case Awards
- Prize Winner – The Case Centre best-seller (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* (3<sup>rd</sup>-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

Integrated EMBA Core (from 2026)

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, LBS 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 at LBS*

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 470,000 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.