

# CONTINUING TO BROADEN THE MARKETING CONCEPT

**Edited by** Dawn Iacobucci

REVIEW OF MARKETING  
RESEARCH

**VOLUME 17**

**CONTINUING TO BROADEN THE  
MARKETING CONCEPT**

# REVIEW OF MARKETING RESEARCH

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REVIEW OF MARKETING RESEARCH VOLUME 17

**CONTINUING TO BROADEN  
THE MARKETING CONCEPT**  
MAKING THE WORLD A BETTER PLACE

EDITED BY

**DAWN IACOBUCCI**

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INVESTOR IN PEOPLE

To Philip Kotler and Sidney Levy for their inspirational 1969 *Journal of Marketing* article, “Broadening the Marketing Concept,” and for their visionary leadership, intelligence, humility, and kindness.



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I am grateful to Naresh Malhotra, first, for creating the *Review of Marketing Research* series and for being such an excellent steward of the collections. I don't know how he has time to manage everything given his world travels to help people all over the world through his missions. I would like to also heartily thank our stellar line-up of reviewers for their encouragement and helpful insights about the chapters contained in the current volume: Moty Amar, Colin Campbell, Darren Dahl, Adam Duhachek, Hubert Gatignon, Geraldine Henderson, Marilyn Liebrez-Himes, Piyush Kumar, James Oakley, Deidre Popovich, Ayalla Ruvio, Matthew J. Schneider, and Jim Walsh. Thank you all for your time and your smarts!



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# EDITOR-IN-CHIEF INTRODUCTION

## OVERVIEW

*Review of Marketing Research*, now in its 17th volume, is a publication covering the important areas of marketing research with a more comprehensive state-of-the-art orientation. The chapters in this publication review the literature in a particular area, offer a critical commentary, develop an innovative framework, and discuss future developments, as well as present specific empirical studies. The first 16 volumes have featured some of the top researchers and scholars in our discipline who have reviewed an array of important topics. The response to the first 16 volumes has been truly gratifying and we look forward to the impact of the 17th volume with great anticipation.

## PUBLICATION MISSION

The purpose of this series is to provide current, comprehensive, state-of-the-art articles in review of marketing research. Wide-ranging paradigmatic or theoretical or substantive agendas are appropriate for this publication. This includes a wide range of theoretical perspectives, paradigms, data (qualitative, survey, experimental, ethnographic, secondary, etc.), and topics related to the study and explanation of marketing-related phenomenon. We reflect an eclectic mixture of theory, data, and research methods that is indicative of a publication driven by important theoretical and substantive problems. We seek studies that make important theoretical, substantive, empirical, methodological, measurement, and modeling contributions. Any topic that fits under the broad area of “marketing research” is relevant. In short, our mission is to publish the best reviews in the discipline.

Thus, this publication bridges the gap left by current marketing research publications. Current marketing research publications such as the *Journal of Marketing Research* (USA), *International Journal of Marketing Research* (UK), and *International Journal of Research in Marketing* (Europe) publish academic articles with a major constraint on the length. In contrast, *Review of Marketing Research* can publish much longer articles that are not only theoretically rigorous but also more expository, with a focus on implementing new marketing research concepts and procedures. This also serves to distinguish this publication from *Marketing Research* magazine published by the American Marketing Association (AMA).

Articles in *Review of Marketing Research* should address the following issues:

- Critically review the existing literature
- Summarize what we know about the subject—key findings
- Present the main theories and frameworks
- Review and give an exposition of key methodologies
- Identify the gaps in literature
- Present empirical studies (for empirical papers only)
- Discuss emerging trends and issues
- Focus on international developments
- Suggest directions for future theory development and testing
- Recommend guidelines for implementing new procedures and concepts

### A FOCUS ON SPECIAL ISSUES

In more recent years, *Review of Marketing Research* has a focus on special issues realizing that this is one of the best ways to impact marketing scholarship in a specific area. The volume editors of all of the special issues have been top scholars. These special issues have focused on the following topics.

Volume, Year	Topic	Volume Editors
8, 2011	Marketing Legends	Naresh K. Malhotra
9, 2012	Toward a Better Understanding of the Role of Value in Markets and Marketing	Stephen L. Vargo and Robert F. Lusch
10, 2013	Regular Volume	Naresh K. Malhotra
11, 2014	Shopper Marketing and the Role of In-Store Marketing	Dhruv Grewal, Anne L. Roggeveen, and Jens Nordfält
12, 2015	Brand Meaning Management	Deborah J. Macinnis and C. Whan Park
13, 2016	Marketing in and for a Sustainable Society	Naresh K. Malhotra
14, 2017	Qualitative Consumer Research	Russell W. Belk
15, 2018	Innovation and Strategy	Rajan Varadarajan and Satish Jayachandran
16, 2019	Marketing in a Digital World	Aric Rindfleisch and Alan J. Malter
17, 2020	Continuing to Broaden the Marketing Concept: Making the World a Better Place	Dawn Iacobucci

## THIS VOLUME

I normally provide an overview of the chapters in the current issue of *Review of Marketing Research*. However, as Dawn Iacobucci has done an excellent job of doing that, I will refer the reader to her introduction. As a discipline matures, it should not only deepen its roots but also expand its outreach. It was this thinking that led to the issue you are holding in your hand. It contains a diverse set of thought-provoking articles contributed by some of our leading scholars. This volume is divided in five parts. It begins with a single article proposing marketing and consumer behavior be communicated through graphic art via comics. Part 2 features three chapters that show how marketing can contribute to politics, even as practiced in the strongest democracy of the world that is the United States of America. Part 3 addresses a range of salient issues confronting us such as the retirement planning crisis, social marketing causes, global food security, pervasiveness of data and data collection, and the use of bidding data to determine price points. Part 4 presents new perspectives on affect and cognition discussing happiness, knowledge type preference, creativity, and curiosity. The final part contains two chapters on environmental sustainability and complements an earlier volume that focused on Marketing in and for a Sustainable Society (volume 13 published in 2016).

Together these chapters lead to new insights, approaches, domains, and directions for research on marketing. It is hoped that collectively the chapters in this volume will substantially aid our efforts to deepen our roots as well as expand our domain by providing innovative and creative perspectives. I thank Dawn for such an outstanding volume. The *Review of Marketing Research* continues its mission of systematically analyzing and presenting accumulated knowledge in the field of marketing as well as influencing future research by identifying areas that merit the attention of researcher.

Naresh K. Malhotra  
Editor-in-Chief

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# INTRODUCTION

Dawn Iacobucci (Guest Editor)

In this Volume 17 of *Review of Marketing Research*, Professor and Editor Naresh Malhotra has kindly let me serve as guest editor. We went back and forth on topics for this issue and came to an agreement that it would be fun to see if we could push the boundaries of marketing. The chapters in this volume are being processed in 2019, the 50th anniversary of Philip Kotler's and Sidney Levy's 1969 *Journal of Marketing* article, "Broadening the Marketing Concept," Kotler, Philip and Sidney J. Levy (1969) thus in deference to that article, we're naming this special issue, "*Continuing to Broaden the Marketing Concept: Making the World a Better Place.*"

In particular, what I was looking for was contributions of one of two types: first, something that was just radically – wow – different from what we've seen in the journals to date. You'll see that this volume kicks off with the most creative article that probably any of us have seen in marketing, a graphic arts piece by Yorkston and Drèze (more in a moment). Second, I encouraged equally radical papers in the space of social marketing issues. I encouraged top authors from top schools to send in their current pet projects, or to dream up a new pet project, no holds barred, just use their brilliance to fix a societal problem (but, hey, no pressure!) – to write, not for reviewers or silly journal protocol, but to write with their heads and their hearts.

More specifically, for the social marketing articles, which make up the majority of articles in this volume, I reached out to a number of people for whom I have the highest regard and asked them to simply entertain the question: "With what you/we know about marketing and consumer behavior, how could we fix <this social marketing issue>?" for whatever social issue they cared about most. People were intrigued and most wanted to get involved, but some had concerns of time constraints, others had concerns of "Gee, I'd like to write about the <social issue topic>, but I'm not an expert..." But I hadn't consulted them for their social issue expertise, and I encouraged them that they didn't need to cross

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all the t's or dot all the i's – that subsequent research could do that. I also counteroffered that they could write a shorter essay to present the issue, and again not to worry if any proposed solutions weren't quite nailed down 100% yet. I encouraged all these writers to go all out – offer solutions that seemed plausible, sure, but also offer solutions that were provocative. We have some very real problems in our world, and I think we can contribute to solving or alleviating or stemming them, even just a bit. And wait until you see – the chapters are all enormously thought-provoking.

Given these dialogues, I wasn't sure what to expect, for example, with regard to whether we'd see any proposed solutions. Yet it didn't matter. I thought it would be service enough for the authors to present the issues clearly, but wow!, they really rose to the occasion. Solutions are offered, and they are scientific and dispassionate, and simultaneously quite sensible and remarkably very achievable. We could make astounding progress if we take up any of their suggestions.

I am perhaps naïve in this regard, but I don't think I'm alone in thinking that most of us want our research to be respected, and we want to do a good job teaching students and preparing them to be smart decision makers. But beyond all that, we want to matter, do we not? Matthew West, a popular contemporary Christian musician sings in a song titled, “Do Something” that he's tired of all the troubles in the world and he turns his eyes to Heaven, shakes his fist and asks, “God, why don't You do something?” Then he kind of chuckles as he says that God answers, “I did. I created you.” Let's roll up our sleeves... and do something!

I am also a big believer of the notion, “To whom much is given, much will be required” first attributed to Jesus by Luke (12:48), more recently expressed (in English) by Churchill or FDR, and even, well, Spiderman, but tellingly these later quotes have morphed into the form, “with great power comes great responsibility.” Let's consider the generous resources on which we sit. We have food and money, and there are people starving in the world. We can fix that, hullo, channels of distribution. Wall Street alone sits on trillions of dollars, yet there are people who want a decent job to take care of their families. We stand by silently as this discrepancy has risen; why, because we are comfortable ourselves?<sup>1</sup>

There is probably no social marketing issue on which we've made greater progress than reducing the number of cigarette smokers (the United States and to some extent worldwide). Was the reduction since the 1970s attributable to the warnings on the package labeling or the billboards or the taxes...? Yes, all of it! It's a complex problem and progress cannot be made with simplistic solutions, but we marketers can help with all the elements. (To be fair and own it, marketing presumably contributed to the uptick of smoking in the 1940s–1960s as well.)

---

<sup>1</sup>In his 2010 book, *Eat the Bankers*, Sinclair Noe argues that financial inequities would largely disappear and stabilize if we capped usury (interest) at 10%.

Marketers know a lot about self-control – that people prefer immediate small gains to larger gains in the future. When marketing research tests the “future” defined in studies as just hours or weeks away, and the self-control results predictably appear, how much worse off are we when considering social issues that are years or decades into the future? For example, global warming will flood Amsterdam, Houston, and Miami, but probably not next year, so why worry about it now?! How can we make the need seem more urgent – photos of Venetian Acque Alte (high waters; floods) are discounted because of positive self-biases (“that won’t happen to me/us”), photos of those poor polar bears floating on smaller chunks of ice raise a brief emotional response (“Aw! Oh dear!”) and then like fear advertising, a rejection (“I’ve got to get back to work, now where did I put that file...”).

Many financial advisors and others concerned with the typical US citizen’s reliance on Social Security upon retirement, criticize people for not saving for retirement. However, in addition to the self-control issues just mentioned (long-term benefits not to be worried about now), there are at least two other very rational explanations for lack of or minimal savings. First, 50 years ago or so, savings accounts earned 5% interest. That wasn’t a lot, but since 1980 and 2001, interest rates became negligible. Since 2008, they have been essentially zero. And while inflation doesn’t typically exceed 5%, it certainly reliably rises above 0%. Marketers draw on two literatures that are collectively giving a face-palm – economists speak of incentives and psychologists speak of positive reinforcement. Indeed, why should a citizen save money with zero immediate reward? Consumers are also criticized for not understanding compound interest, but indeed perhaps they do – compound interest of lower-case epsilon is only upper-case epsilon. Second, these media critics are a bit arrogant in their supposition that most families even have money to be squirreled away, rather than dedicated to paying their bills, and possibly eking out a better future for their children.

I suppose my desire with this next issue is predictable, given that I am an educator, but why can’t we offer a benefit of a free 2-year vocational education or a 4-year public university education. Maybe it’s an ROTC or Peace Corps kind of deal – spend one year working on helping the infrastructure of our roads, bridges, cities, etc., or helping the elderly or patients in numerous healthcare centers, or heck, scanning in old documents, etc., and for doing so, receive a free education. Marketing encompasses these exchanges, striving for “sensitively serving and satisfying human needs” (Kotler & Levy, 1969, p. 15). The raised level of education can help ensure stronger and more flexible skill sets and better employment likelihoods, and wouldn’t we all anticipate: better thinkers and perhaps better citizens? Tuition rises yearly to the point where it seems untouchable for many families, but if we could invest in our young (or old) people, it would strengthen us collectively (the country and world). People who don’t know any better, and would have no reason to do so, usually assume it’s the professors (salary, etc.) who are driving up tuition and university costs. However, a recent AACSB report (I don’t have the citation, sorry) documented that yes, faculty salaries have risen, indeed a bit above inflation, but the main reason for greater university costs is in administration: there are more administrators than ever before, they have no caps



on their salaries (whereas we are paid “competitively”), and they have no quality standards (whereas we are very hard on each other in terms of granting tenure, etc.). Maybe university administrators should be evaluated every 3–5 years, by boards of faculty who determine salaries as compared to other university salaries, not as compared to analogous administrative jobs in industry which they’ll decry as their comparative standard that pay far more but for which the administrator is unqualified.

Working in a business school, one really must embrace capitalism, so I certainly want business leaders and entrepreneurs to be rewarded for their work. I’m not for a cap on a CEO salary so much as I’m for a cap on the ratio of the CEO to frontline (lowest paid employees at the CEO’s firm) salaries. CEO to worker pay ratios used to be about 10:1 (up to the 1960s), then they crept up to 30:1 (early 1980s), and the ratio is now 271:1 (Grace Donnelly, 2017). Are these top people really worth that? Or is this greed on a feudalistic fiefdom scale? If the ratio were only a mere 100:1, then a CEO could still earn an annual \$10,000,000 as long as all workers at the firm earned at least \$100,000. If the firm won’t pay a frontline employee more than \$40,000, well then, the CEO’s pay tops out at \$4,000,000. Also, regarding incentives, when a firm’s numbers drop, why are the top salaries immune? Or, in a related, recent scenario, when a government goes into shut down, why are the little guys hurt, but the top dogs continue to draw their inflated (relative to quality and service provided) salaries?

I think marketers could help cut down on crime also. Given society’s current penchant for reality TV, perhaps it’s time to resurrect (an analogy to) public flogging. For example, if someone (purposely, not accidentally) hurts a child or an animal in the broadly construed pet category (which most social scientists posit as a stepping stone for eventual human violence), we might remind society that we are not always at the top of the food chain by throwing the offender into a pit with lions, tigers, or bears (as an old advertisement for an oven cleaner used to say, “One hour! No muss, no fuss!”). Social marketing efforts could try to highlight civility. Perhaps cause–effect links could be more clearly highlighted; think of the photographs of dirty and diseased lungs used in campaigns to reduce smoking. For example, a rapist might be warned that for a first-time offense, he’ll lose one testicle (with anesthesia, goodness, I’m not trying to be mean) and some jail time will be enforced (probably as little as is currently the case). For a second offense, off comes the second – guess what, testosterone will drop, thus so will recurrence and recidivism. Marketers would be educating consumers and citizens how to implement a cost–benefit analysis – et voilà!

Broadening the marketing concept! Let’s do!

## OVERVIEW OF THE CHAPTERS

Now, onto the chapters! I am confident that readers will be blown away by the first chapter. In “Part I: New (to us) Modality,” Eric Yorkston and Xavier Drèze created “*A Framework for Understanding Communication through Comics (Illustrated)*.” It is a chapter about marketing and consumer behavior told

through a different medium (and in any medium, it is excellent in content).<sup>2</sup> Yes, it's print, but this chapter is delivered via graphic art. It's so cool and why not? The graphic art industry (movement?) is huge, and why not have this different vehicle among our communication tools? The Association for Consumer Research conference hosts a film track, perhaps we could begin by encouraging a graphic arts track.

Next, in "Part II: Politics," Yoram (Jerry) Wind and David Reibstein are our new Founding Fathers! They have written an amazing piece explaining "*How Marketing Can Save Democracy*." Their chapter is not passionate or emotional – it doesn't need to be. The facts speak for themselves, and they are plentiful and compelling. The chapter reminds us of our core principles and definitions. The authors raise issues and as thought-provoking as the chapter is in raising the issues, it is also constructive in showing how marketing-based suggestions – and new, reimagined marketing – could help address those issues and fix our numerous problems.

A perfect accompanying piece is that by Joel Steckel who has written about "*The Inevitable Downward Spiral of American Political Discourse*." I love this scholar! – who else, while discussing the topic of heated political exchanges could bring in a managerial concept (product life cycle), a quantitative modeling concept (Hotelling's 1929 paper), and a behavioral concept (confirmation bias), as he persuasively argues that the current state of affairs seemed destined, "as sure as night follows day" (there, writing with the heart of a poet). Steckel also offers constructive direction, that regardless of party leanings, both sides might strive for civility. He recognizes that people will be alarmed at the notion of even considering freedom of speech, but he raises a thoughtful question, "Advertisers need to substantiate their claims. Why don't political figures?"

You know the old saying, "Great minds think alike?", well in the chapter that follows, Brian Ratchford picks right up on that theme and discusses how "*Political Advertising Needs Better Regulation*." He presents some history of the relevant regulations and some relevant research, grounding us in facts, all of which provides a refreshing and scholarly alternative to the vacuous discussions that seem prevalent these days among some politicians and media figures on the issues. His presentation informs us and thereby encourages a deliberation of the system's shortcomings with potential directions for solutions. Our democracy may be flawed, but our votes are supposed to reflect our (popular, electoral) preferences, not choices manipulated by other entities or countries as to what US outcomes might be most suiting to them. (I am picturing Professor Ratchford as consulting to D.C. on these issues, indeed becoming an honorary James Bond.)

In "Part III: The World Around Us – Now and Soon," Wayne Hoyer and Harley Krohmer wrote "*The Retirement Planning Crisis: Finding a Way Out with a Consumer Behavior Perspective*," presenting the problem clearly (lack of saving

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<sup>2</sup>The comic was illustrated by Jake Allen and edited by Phillip Garrott. The authors would like to thank Andrew Ainslie, Joseph Nunes, and Scott McCloud for insights on earlier drafts of the comic and Dawn Iacobucci for the encouragement and support in publishing a nontraditional manuscript.

and planning) and also constructively offering several principles that could be implemented to address the issue and try to modify how people think about their savings and futures. The solutions are theory-based (construal level theory and self-regulatory focus) and the authors suggest playing up certain emotional elements over cognitive ones. The chapter is very engaging and it sticks with the reader in part because of the juxtaposition of such a huge problem with several thoughtful, practical, and achievable means of addressing it.

Dominique Hanssens wrote “*Market Response Models for Social Marketing Causes*,” providing, first, an amazing introduction on market response modeling. As he states in his introduction, marketing databases are increasingly prevalent, and they should help substantiate a fact-based approach to discussing and debating numerous business and societal issues. After his highly accessible overview of marketing modeling, he uses a modeling approach in applications to data on alcohol consumption as well as data on interventions regarding illegal drug use. He shows that marketing mix variables have different effects on the sales of beer or liquor, and he is able to tease apart medical versus legal interventions and their effects on drug addicts. In both cases, he provides results that couldn’t be clearer and that could be used by policy makers to improve the lives of consumers – consumers in trouble, consumers at risk, their loved ones, and by extension, all of us.

David E. Bell wrote a fabulous essay, “*Global Food Security: How Marketing Can Help*.” When people talk about the “bottom of the pyramid,” they’re usually talking about the poor – the massive numbers of the world’s population in the lowest rungs of the socioeconomic ladder, compared to the relatively fewer affluent citizens at the top of the pyramid. Trained as I am, when I hear “bottom of the pyramid,” I think of Maslow, and the notion that people must satisfy their basic needs (e.g., biological) before hoping to strive for more abstract, psychological goals in their pursuit of happiness. In David’s essay, these “bottom of the pyramid” phenomena coalesce. He is addressing what is probably the most important pressing issue of our time, and if it is not solved, of all time, and that is how to feed the world as the population continues to explode and climate change continues to wreak havoc. His essay is not a “bummer” though and along with his numerous insights, he closes with an optimistic note, that disaster can be averted. To the reader then: challenge accepted?!

Dana Turjeman and Fred Feinberg wrote, “*Our Data-Driven Future: Promises, Perils, and Prognoses*” to discuss the seeming pervasiveness of data and data collection. They point to all the great opportunities for marketers and all the potential concerns regarding consumer privacy using examples as vastly different as geolocation data, health and genetic data (including CSI!), and dating and other social networks data. The authors present and organize the varieties of solutions that data scientists are working on – short-, medium-, and longer-term, all intended to help address security and data breach challenges. These problems are obviously here to stay and will indeed only grow beyond the already massive reach. These authors offer some assurances that the good guys can win!

Mayukh Dass, Srinivas Reddy, Md. Tarique Newaz, and Mehrnoosh Reshadi wrote about auctions in “*Discovering Market Structure of Ambiguously Appraised*

*Products from Bid History in Online Auctions.*” Pricing is a perennial marketing and business challenge, and these authors explain how a creative use of bidding data may be used to determine price points. They use bidder network data and show how influencers help establish valuation of online artworks. As a networks person, I’ve been a big admirer of their research! I can also imagine analogous use on networks of VC funding, or even funding among regular people (e.g., GoFundMe) to see the impact of social ties and such revealed preferences and voices in establishing value and thereby explicit price points in business development and innovation, areas that are as “ambiguously appraised” as the online artworks assessed in this chapter.

Part IV is on “Feeling and Thinking,” offering new perspectives on the affective and cognitive elements so central to our studies in marketing and consumer behavior! One of my favorite marketing professor brainiacs, Rick Bagozzi wrote “*Some Thoughts on Happiness, Well-Being, and a Meaningful Life for Academics,*” and it is stellar (no surprise). He interweaves philosophy, psychology, and much of his own research on the cognitive and affective elements of goals and self-regulation in a study of what makes one happy, and how that is achieved and sustained. Indeed, what does that even mean? In addition to engaging the brain, Bagozzi’s chapter is uplifting...even beyond the content, something in the tone of it offers hope.

Haiyang Yang, Ziv Carmon, and Itamar Simonson wrote a really interesting piece to prompt us to think more incisively about thinking, “*The Case of Preference for Practical versus Theoretical Knowledge: Conceptualization and Consumer Behavior Predictions.*” They consider that people differ in whether they like information presented as geared toward application or toward a more conceptual understanding. In their introduction, the authors show that these segments of consumer information processors might be rather evenly split: there were almost the same numbers of searches for “how to” as “why” on both Google and YouTube. The authors then present a dazzlingly creative array of studies showing diverse applications in which these knowledge preferences would affect how we all approach the world.

Joseph Priester and Monique Fleming wrote “*The Conceptualization and Measure of Creativity: Implications for Research in Marketing and Consumer Behavior.*” This chapter is tremendous scholarship, very clearly presenting concepts, definitions, and measures of aspects of creativity. This gorgeous treatise will serve consumer behavior, marketing, and psychology. The chapter is also fun – you’ll find yourself pausing again and again to try to answer some of the “convergent” and “divergent” creativity riddles posed therein! Plus for those with applied orientations, the chapter closes with a consideration of the market reception of the Segway and iPod.

Christopher Hsee and Bowen Ruan wrote about “*Curiosity and Its Implications for Consumer Behavior.*” They discuss the concepts around curiosity, the notion that we approach positive but also sometimes noxious stimuli just for the sake of knowledge and uncertainty reduction. Several fun studies are presented to show the paradoxical nature of a naïve *a priori* expectation and a scientific prediction consistent with their theorizing. In the chapter’s conversational tone, the

authors sometimes pose questions to the reader, anticipating the different nature of these predictions. In the spirit of these friendly questions surrounding curiosity, I'll pose one to the reader now – will you like this chapter? Read it and see! Okay, I won't make you wait that long; to provide the reader with immediate uncertainty reduction, I can assure you that you will indeed!

In the last section, “Part V: Environmental Sustainability,” Mark Peterson and Rhett Epler wrote on “*Sustainability Developments in Cities of the World*,” a chapter that conveys Mark's long-time commitment on this topic (in his own research and as a theme he handles in his role as Editor of the *Journal of Macromarketing*). I felt ignorant as I read the chapter (I didn't know that engineers were developing such things as energy-net-zero office buildings), but I also found the many efforts very encouraging (I mean, how cool is that!). That is, perhaps, even slow as we've been on the uptake, we can improve the relationship between humans and the environment. The authors report on some US cities having plans and making progress, but it definitely sounds like some other countries are kicking our US derriere.<sup>3</sup> The chapter discusses energy and electricity usage, as well as transportation experiments such as bike and car sharing or electric vehicles, and other efforts such as water reusage. Finally, the authors discuss the Numbeo quality-of-life index regarding pollution.

In the final chapter, my coauthors, Gabriel, Schneider, and Hamza, and I present summaries of the articles we found in the major marketing journals on environmental sustainability. The chapter is not intended to be read like a standard literature review (in which a few articles are highlighted but most are simply cited); rather, we summarize each of over 100 articles and present them chronologically so the reader may see how the literature in a given area has developed. The pace of published marketing articles on sustainability has certainly picked up; if the numerous suggestions contained therein were implemented, perhaps the body of work will help change consumers' and firms' behaviors so as to prevent or stave off numerous environmental-related crises.

I hope all readers will enjoy all of these chapters. Certainly some will speak to any given reader more than others, being more aligned with one's own interests. But these works are the creative and impactful kinds of pieces that should lead marketing publishing. Letting brilliant scholars have their say – showing off their intellects, and their passions and compassion. What a concept, and what a fabulous collection!

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<sup>3</sup>I think it was Tony Blair (or was it Winston Churchill? Anyway, it was some pithy British PM) who said, “You can always count on the Americans to do the right thing... after they've tried everything else.” Yes, we're getting there!