1973 Communities

Major members:

Paul Green,Halbert Michael,Frank Ronald,Sieber Harry,Gross Irwin,Patrick Robinson

Some links from this communities

* An Experiment in Probability Estimation ,Paul E. Green, Michael H. Halbert and Patrick J. Robinson ,Journal of Marketing Research ,Topics: [Marketing](http://www.jstor.org/topic/marketing/), [Proportions](http://www.jstor.org/topic/proportions/), [Sample size](http://www.jstor.org/topic/sample-size/), [Advertising research](http://www.jstor.org/topic/advertising-research/), [Conditional probabilities](http://www.jstor.org/topic/conditional-probabilities/), [Probabilities](http://www.jstor.org/topic/probabilities/), [Experimentation](http://www.jstor.org/topic/experimentation/), [Bayesian networks](http://www.jstor.org/topic/bayesian-networks/), [Design](http://www.jstor.org/topic/design/), [Bayes theorem](http://www.jstor.org/topic/bayes-theorem/)
* Numerical Taxonomy in Marketing Analysis: A Review Article ,Ronald E. Frank and Paul E. Green ,Journal of Marketing Research ,Topics: [Marketing](https://www.jstor.org/topic/marketing/), [Brands](https://www.jstor.org/topic/brands/), [Cluster analysis](https://www.jstor.org/topic/cluster-analysis/), [Centroids](https://www.jstor.org/topic/centroids/), [Numerical taxonomy](https://www.jstor.org/topic/numerical-taxonomy/), [Advertising research](https://www.jstor.org/topic/advertising-research/), [Brand loyalty](https://www.jstor.org/topic/brand-loyalty/), [Customers](https://www.jstor.org/topic/customers/), [Multidimensional scaling](https://www.jstor.org/topic/multidimensional-scaling/), [Working papers](https://www.jstor.org/topic/working-papers/)
* Household Correlates of Purchase Price for Grocery Products ,Ronald E. Frank, Paul E. Green and Harry F. Sieber, Jr. Journal of Marketing Research ,Topics: [Households](http://www.jstor.org/topic/households/), [Socioeconomics](http://www.jstor.org/topic/socioeconomics/), [Average prices](http://www.jstor.org/topic/average-prices/), [Brands](http://www.jstor.org/topic/brands/), [House brands](http://www.jstor.org/topic/house-brands/), [Marketing](http://www.jstor.org/topic/marketing/), [Purchasing](http://www.jstor.org/topic/purchasing/), [Correlation coefficients](http://www.jstor.org/topic/correlation-coefficients/), [Purchase price](http://www.jstor.org/topic/purchase-price/), [Market prices](http://www.jstor.org/topic/market-prices/)

Another community from 1973

members: Paul Green,Yoram Wind,Arun Jain,K Jain

Some papers

* A Note on Measurement of Social-Psychological Belief Systems ,Paul E. Green, Yoram Wind and Arun K. Jain Journal of Marketing Research Vol. 9, No. 2 (May, 1972), pp. 204-208 ,Topics: [Automobiles](http://www.jstor.org/topic/automobiles/), [Personality traits](http://www.jstor.org/topic/personality-traits/), [Brands](http://www.jstor.org/topic/brands/), [Novae](http://www.jstor.org/topic/novae/), [Marketing](http://www.jstor.org/topic/marketing/), [Correlations](http://www.jstor.org/topic/correlations/), [Accountancy](http://www.jstor.org/topic/accountancy/), [Advertising research](http://www.jstor.org/topic/advertising-research/), [Prestige](http://www.jstor.org/topic/prestige/), [Social perception](http://www.jstor.org/topic/social-perception/)
* Preference Measurement of Item Collections ,Paul E. Green, Yoram Wind and Arun K. Jain Journal of Marketing Research Vol. 9, No. 4 (Nov., 1972), pp. 371-377 ,Topics: [Desserts](http://www.jstor.org/topic/desserts/), [Pies](http://www.jstor.org/topic/pies/), [Marketing](http://www.jstor.org/topic/marketing/), [Advertising research](http://www.jstor.org/topic/advertising-research/), [Collection acquisitions](http://www.jstor.org/topic/collection-acquisitions/), [Beef](http://www.jstor.org/topic/beef/), [Ice cream](http://www.jstor.org/topic/ice-cream/), [Factor analysis](http://www.jstor.org/topic/factor-analysis/), [Cartesianism](http://www.jstor.org/topic/cartesianism/), [Puddings](http://www.jstor.org/topic/puddings/)
* Analyzing Free-Response Data in Marketing Research ,Paul E. Green, Yoram Wind and Arun K. Jain ,Journal of Marketing Research Vol. 10, No. 1 (Feb., 1973), pp. 45-52 ,Topics: [Marketing](http://www.jstor.org/topic/marketing/), [Advertising research](http://www.jstor.org/topic/advertising-research/), [Brands](http://www.jstor.org/topic/brands/), [Shampoo](http://www.jstor.org/topic/shampoo/), [Lexical stress](http://www.jstor.org/topic/lexical-stress/), [Free association](http://www.jstor.org/topic/free-association/), [Hair](http://www.jstor.org/topic/hair/), [Content analysis](http://www.jstor.org/topic/content-analysis/), [Advertising media](http://www.jstor.org/topic/advertising-media/), [Ulus](http://www.jstor.org/topic/ulus/)

A sample community from Another year: 1980

Members: John Farley,Donald Lehmann ,Jerrold Katz,Noel Capon,Richard Lutz

* Capon, Noel, John Farley, and James Hulbert. "International Diffusion of Corporate and Strategic Planning Practices
* Farley, John U., Jerrold P. Katz, and Donald R. Lehmann (1980) "Empirical Evidence on the Structure of Attitude in Repeated Measurements
* ["A Model and Methodology for the Development of Consumer Information Programs"](https://www8.gsb.columbia.edu/researcharchive/articles/697),[Noel Capon](https://www8.gsb.columbia.edu/cbs-directory/detail/nc7) ,Richard Lutz

From another community with members:

Donald Lehmann,William Moore,Taylor Little,David Schmittlein,Donald Morrison,Edgar Pressimier

some papers:

* Individual Differences in Search Behavior for a Nondurable William L. Moore and Donald R. Lehmann Journal of Consumer Research Vol. 7, No. 3 (Dec., 1980), pp. 296-307 .Topics: [Brands](https://www.jstor.org/topic/brands/), [Consumer research](https://www.jstor.org/topic/consumer-research/), [Marketing](https://www.jstor.org/topic/marketing/), [Information search behavior](https://www.jstor.org/topic/information-search-behavior/), [Breads](https://www.jstor.org/topic/breads/), [Bakeries](https://www.jstor.org/topic/bakeries/), [Memory recall](https://www.jstor.org/topic/memory-recall/), [Purchasing](https://www.jstor.org/topic/purchasing/), [Advertising research](https://www.jstor.org/topic/advertising-research/), [Consumer behavior](https://www.jstor.org/topic/consumer-behavior/)
* Validity of Information Display Boards: An Assessment Using Longitudinal Data Donald R.Lehmann and William L. Moore Journal of Marketing Research Vol. 17, No. 4 (Nov., 1980), pp. 450-459 Topics: [Brands](https://www.jstor.org/topic/brands/), [Consumer research](https://www.jstor.org/topic/consumer-research/), [Information displays](https://www.jstor.org/topic/information-displays/), [Marketing](https://www.jstor.org/topic/marketing/), [Control groups](https://www.jstor.org/topic/control-groups/), [Advertising research](https://www.jstor.org/topic/advertising-research/), [Information processing](https://www.jstor.org/topic/information-processing/), [Consumer behavior](https://www.jstor.org/topic/consumer-behavior/), [Breads](https://www.jstor.org/topic/breads/), [Working papers](https://www.jstor.org/topic/working-papers/)
* Lehmann, Donald R. and William L. Moore (1980) "An Investigation of Self Reported Search Stage versus Point of Purchase Information Search Behavior
* Predicting Brand Purchase Behavior: Marketing Application of the Schönemann and Wang Unfolding Model William L. Moore, Edgar A. Pessemier and Taylor E. Little Journal of Marketing Research Topics: [Brands](http://www.jstor.org/topic/brands/), [Modeling](http://www.jstor.org/topic/modeling/), [Marketing](http://www.jstor.org/topic/marketing/), [Toothpaste](http://www.jstor.org/topic/toothpaste/), [Brand preferences](http://www.jstor.org/topic/brand-preferences/), [Coordinate systems](http://www.jstor.org/topic/coordinate-systems/), [Liquids](http://www.jstor.org/topic/liquids/), [Predictive modeling](http://www.jstor.org/topic/predictive-modeling/), [Advertising research](http://www.jstor.org/topic/advertising-research/), [Multidimensional scaling](http://www.jstor.org/topic/multidimensional-scaling/)