



Welcome to the 2014 ISMS Marketing Science Conference

Dear Colleagues,

We are delighted that you have chosen to attend the 2014 ISMS Marketing Science Conference. The marketing faculty of Emory University's Goizueta Business School is grateful for the opportunity to host this exciting event. We are pleased to provide a platform for more than 550 scheduled presentations, which we trust will lead to many successful publications.

An innovation this year is the introduction of a new category, 'abstract plus working paper'. Authors submitting under this category upload a working paper (which can be updated at any time) to the online program website. They are also allocated a longer presentation slot (30 minutes or 45 minutes depending on the number of papers in a session) to allow more time for dialog and feedback. The hope is that such feedback is helpful to authors in crafting a journal-ready submission.

We hope you will join us for the evening festivities. The welcome reception on Thursday, June 12 takes place in the Goizueta Business School courtyard beginning at 5:00pm. The conference banquet is Friday, June 13 at Georgia Aquarium, located in the Centennial Olympic Park tourist district approximately 6 miles from the Emory campus. Please help us make this a wonderful celebration.

This conference has been made possible by the help of many people. From Emory, Angela Bostick, Joanna Green, Garrett Kuk, J. Mike Moore, Sonya Owens, Alan Pogue, Harriet Ruskin, and Janet Sanfilippo, to name a few. From INFORMS Paulette Bronis, Megan Carroll, Cheryl Clark, Terry Cryan, Laura Payne, and Ellen Tralongo. Such a large conference simply would not be possible without the diligent dedication of many talented people. We thank them for their tireless efforts to ensure that this year's conference will be a resounding success.

Finally, we hope that you will be an active participant, attending sessions, engaging in dialogue, and networking with colleagues. Please enjoy the conference.

Sincerely,

The Marketing Science Conference Organizing Committee:
Douglas Bowman, Michael Lewis, David Schweidel (Co-Chairs)



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The integrative, team-based, competitive LINKS business simulations are used worldwide in undergraduate, MBA, and EMBA courses and in ExecEd programs. The rich content, responsive high-touch instructor support, and extensive student and instructor web-support resources of the 22 customizable LINKS simulations have enhanced 55,000+ students' learning experiences since 1999.

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nowpublishers.com

Now Publishers publishes a suite of review journals entitled Foundations and Trends, including *Foundations and Trends in Marketing*, the new *Journal of Marketing Behavior*, and the new book *History of Marketing Science* edited by Russ Winer and Scott Neslin.



Springer

springer.com

Founded in 1842 and home to over 150 Nobel Prize Winners, Springer is a global publisher of more than 2,200 scientific journals, 6,500 books released annually, and electronic products. In the field of marketing science, publications cover theory, empirical research, case studies, professional applications, and research methodologies.



stukent.com

Stukent develops leading edge internet marketing courseware in the cloud through real-world simulations, digital textbooks, expert mentoring sessions from proven industry professionals and much more.

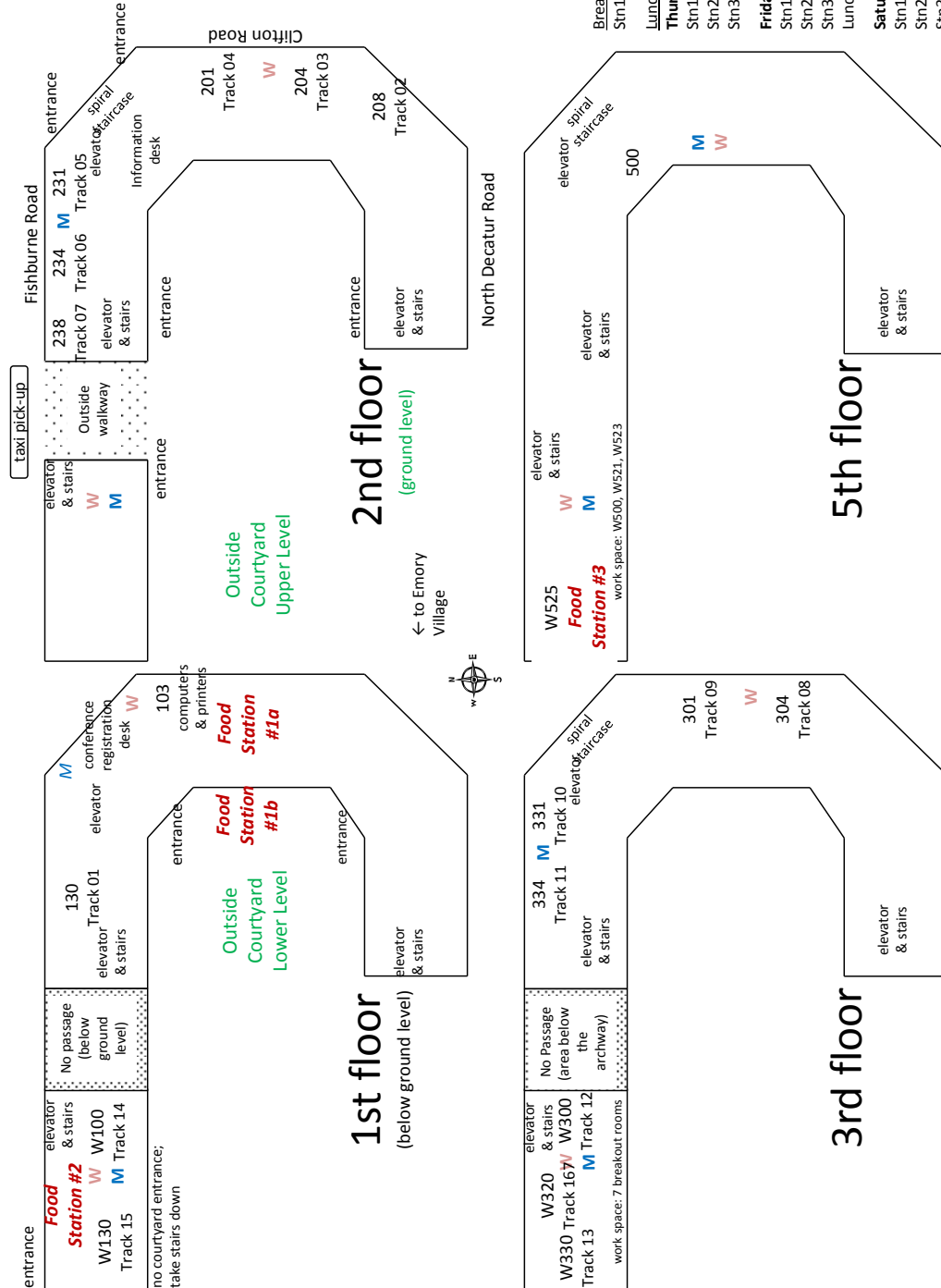


Summary Schedule

WEDNESDAY, JUNE 11, 2014		
8:00am-8:45am	Continental breakfast	1 st Floor Commons
8:45am-5:00pm	Doctoral consortium	Classrooms
5:30pm-8:00pm	Reception	Emory Conference Center Hotel
THURSDAY, JUNE 12, 2014		
7:30am-8:30am	Continental breakfast	1 st Floor Commons
8:30am-10:00am	Session TA	Classrooms
10:00am-10:30am	Break	
10:30am-Noon	Session TB	Classrooms
Noon-1:30pm	Lunch	1 st Floor Commons; W110; W525
1:30pm-3:00pm	Session TC	Classrooms
3:00pm-3:30pm	Break	
3:30pm-5:00pm	Session TD	Classrooms
5:00pm-8:00pm	Reception	Courtyard
FRIDAY, JUNE 13, 2014		
7:30am-8:30am	Continental breakfast	1 st Floor Commons
8:30am-10:00am	Session FA	Classrooms
10:00am-10:30am	Break	
10:30am-Noon	Session FB	Classrooms
Noon-1:30pm	Lunch	1 st Floor Commons; W110; W525
1:30pm-3:00pm	Session FC	Classrooms
3:00pm-3:30pm	Break	
3:30pm-5:00pm	Session FD	Classrooms
5:00pm-6:45pm	Buses to hotels and banquet	
5:30pm-7:00pm	Reception; Tour aquarium <small>(optional)</small>	Georgia Aquarium
7:00pm-9:30pm	Banquet	Georgia Aquarium
9:30pm-10:15pm	Buses leave for hotels	
SATURDAY, JUNE 14, 2014		
7:30am-8:30am	Continental breakfast	1 st Floor Commons
8:30am-10:00am	Session SA	Classrooms
10:00am-10:30am	Break	
10:30am-Noon	Session SB	Classrooms
Noon-1:00pm	Lunch	1 st Floor Commons; W525
1:00pm-2:30pm	Session SC	Classrooms
2:30pm-4:00pm	Reception	Courtyard
ADJOURN		



Track	Room	Seats
01	130	200
02	208	70
03	204	65
04	201	65
05	231	65
06	234	65
07	238	35
08	304	65
09	301	65
10	331	65
11	334	65
12	W300	70
13	W330	70
14	W100	70
15	W130	70
16	W320	60
17	W525	150





Special and Invitational Meetings

THURSDAY, JUNE 12, 2014		
10:30am-11:45am	Meet the Editors I (IJRM, JM, JMR, MS, QME)	W525; open to all
FRIDAY, JUNE 13, 2014		
7:15am-8:15am	Pick-up basketball	WoodPEC (Physical Education Center); open to all *
7:45am-9:00am	Marketing Science (journal) ERB Meeting	W320; Editorial Review Board members
10:30am-11:45am	Meet the Editors II (CNS, JCR, JR, JSR, MKSC)	W525; open to all
10:30am-Noon	ISMS-MSI Gary Lilien Practice Prize Highlights	E-130; open
Noon-1:30pm	Women in Marketing Science Luncheon	W525; open (priority for those who registered in advance)
1:30pm-3:00pm	Coca-Cola's Real-time Marketing at FIFA 2014	W320; open
3:30pm-5:00pm	ISMS Doctoral Dissertation Winners	E-130; open
5:00pm-6:00pm	Marketing Science (journal) AE Meeting	E-500; Area Editors
SATURDAY, JUNE 14, 2014		
10:30am-Noon	Sheth Medal: John D.C. Little	E-130 (Aud.); open to all
Noon-1:00pm	Marketing Science (journal) updates	E-130 (Aud.); open to all
Noon-1:30pm	ISMS Fellows Luncheon	E-500; ISMS Fellows
ADJOURN		

* If you are interested in playing pick-up basketball, email Manish.Tripathi@emory.edu



Meet the Editors I

Thursday, June 12, 10:30am-11:45am

Room W525

International Journal of Research in Marketing

Jacob Goldenberg, Interdisciplinary Center (IDC) Herzliya

Eitan Muller, New York University; Interdisciplinary Center (IDC) Herzliya

Journal of Marketing

V. Kumar, Georgia State University

Journal of Marketing Research

Robert Meyer, University of Pennsylvania

Management Science

Miguel Villas-Boas

Quantitative Marketing and Economics

Pradeep Chintagunta, University of Chicago

Meet the Editors II

Friday, June 13, 10:30am-11:45am

Room W525

Customer Needs and Solutions

Min Ding, The Pennsylvania State University; Fudan University

Journal of Consumer Research

Praveen Kopalle, Dartmouth College

Journal of Retailing

Murali Mantrala, University of Missouri

Journal of Service Research

Roland Rust, University of Maryland

Marketing Science

Preyas Desai, Duke University



Breakfast, Lunches, Breaks

Breakfast (1st Floor Commons)

- Assorted baked goods: fresh pastries, muffins, coffee cakes, Manhattan bagels with cream cheese, peanut butter & jam; Individual yogurts; Freshly cut fruit
- Orange juice; ice water; hot tea; coffee (Caribou Signature Blend)

Morning Breaks

- Canned soft drinks and bottled water in cooler throughout the building for self-service
- Dry snacks: on tables throughout the building for self-service
- Hot tea; coffee; cappuccino bar: 1st floor commons

Lunch (3 stations)

Thursday, June 12:

- Station#1 (1st floor Commons): Mediterranean Grille
- Station #2 (W111): Indian
- Station #3 (W525): Indian

Friday, June 13:

- Station#1 (1st floor Commons): Taco bar
- Station #2 (W111): Indian
- Station #3 (W525): Asian noodle dishes (Women in Marketing Science Luncheon)

Saturday, June 14:

- Station#1 (1st floor Commons): Deli sandwiches
- Station #2 (W111): Southern BBQ
- Station #3 (W525): Indian

Afternoon Breaks

- Canned soft drinks and bottled water: in coolers throughout the building for self-service
- Dry snacks: throughout the building for self-service
- Hot tea; coffee; cappuccino bar; smoothie bar: 1st floor commons



'Taste of the South' Reception at



Thursday, June 12, 5:00-8:00pm

Stationed under the big tent:

Homemade mac n' cheese tartlets in puff pastry; Grilled vegetables with sage-bleu cheese dipping sauce; Mississippi Cross Rolls: spiced chicken and collard greens wrapped in crispy spring roll wrapper with peach chutney

Southern Grits Action Station (10'x10' tent):

Creamy Stone ground grits with toppings to include: Slow roasted tomatoes, caramelized onions, wild mushrooms, thick-cut pepper bacon, grilled Gulf coast shrimp and crawfish tails, assorted gourmet sausages, sharp cheddar, spicy Jack and triple cream brie cheeses

Sliders Station (10'x10' tent):

Mini "Memphis" BBQ sandwiches with pulled pork, BBQ sauce, tangy purple cabbage coleslaw on silver dollar rolls; Chicken & gravy sliders: Southern hand-battered chicken strips served on silver dollar rolls with a dollop of black pepper gravy on top; Beef brisket on silver dollar rolls with smoked tomato relish

Dessert Station (10'x10' tent):

Assorted southern mini sweets to include mini pecan pie tarts, lemon squares, key lime pie bites, coconut magic red velvet cake, caramel cakes, and double chocolate cake; Sliced watermelon

Dessert Cart:

King of Pops: Arnold Palmer (w/ alcohol); Banana Puddin'; Chocolate Sea Salt; Raspberry Lime

Beverages (2 bars under 10'x10' tents):

Sweetened Georgia peach iced tea in glass urns, garnished with mint (w/ vodka for signature drink and w/o); Wine.

Canned soft drinks and bottled beer (Sweetwater; Monday Night Brewing) in tubs scattered around Patterson Green for self-service.

Margarita machines inside 1st floor.

Gala Banquet at



**Centennial Olympic Park District
June 13, 2014**

As the world's most magical aquarium, Georgia Aquarium features more animals than any other aquarium in more than ten million gallons of water.

5:00-6:10pm	Buses leave archway outside Goizueta Business School. Choose either: [1] direct to Georgia Aquarium (6.5 miles); [2] Georgia Aquarium via Emory Conf. Center Hotel [3] Georgia Aquarium via Marriott Suites Midtown (last bus leaves at 6:10pm)
6:00pm	Bar opens
6:20pm	Last entry to tour Georgia Aquarium; be back in the banquet hall by 7:00pm
6:00-7:00pm	Reception
7:00-9:30pm	Gala Banquet in Oceans Ballroom; catered by Wolfgang Puck Catering
10:00pm	Bar closes
9:30-10:15pm	Buses leave Georgia Aquarium for Marriott Suites Midtown (2 miles), Goizueta Business School (6.5 miles; drop-off for student dorms), and Emory Conference Center Hotel (7 miles) (last bus leaves at 10:15pm)

Or, stay in the area and take a taxi back to the hotels late (consider STATS, a USA Today top 10 sports bar in the USA, or Der Biergarten, both located 300 yard west of Georgia Aquarium along Baker St. to 300 Marietta St.)



If you take a later bus and do not arrive in time to tour Georgia Aquarium, Oceans Ballroom has views of the main exhibit tank (whale sharks) and the Beluga Whale Habitat.





The Institute of Operations Research and Management Sciences (INFORMS) is an international, not-for-profit scientific society with 10,000 members, including Nobel laureates, dedicated to applying scientific methods to help improve decision-making, management, and operations. The Marketing Science Conference falls under the auspices of the INFORMS Society for Marketing Science (ISMS) sub-branch whose major purpose is to foster the development, dissemination, and implementation of knowledge, basic and applied research, and science and technologies that improve the understanding and practice of marketing.

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ISMS Marketing Science Conferences

1979 Stanford University (1)

David B. Montgomery, Dick Wittink

1980 University of Texas, Austin (2)

Robert Leone

1981 New York University (3)

John Keon

1982 University of Pennsylvania (4)

Vijay Mahajan, Yoram Wind

1983 University of Southern California (5)

Fred Zufryden

1984 University of Chicago (6)

Steven Shugan

1985 Vanderbilt University (7)

Allan Shocker, Russell Winer

1986 University of Texas, Dallas (8)

Ram Rao

1987 HEC, France (9)

Dominique Hassens, Gilles Laurent

1988 University of Washington (10)

Robert Jacobson, Allan Shocker

1989 Duke University (11)

John McCann, Richard Staelin

1990 University of Illinois (12)

S. Sudharshan

1991 University of Delaware/Dupont (13)

John Frey, Meryl Gardner

1992 London Business School (14)

Gerald Goodhardt, Mark Uncles

1993 Washington University (15)

Chakravarthi Narasimhan

1994 University of Arizona (16)

Dipankar Chakravarti, Ambar Rao

1995 University of New South Wales (17)

Pamela Morrison, John Roberts

1996 University of Florida (18)

Steven Shugan, Barton Weitz

1997 University of California, Berkeley (19)

Tülin Erdem, Miguel Villas-Boas, Russell Winer

1998 INSEAD, France (20)

Erin Anderson, Hubert Gatignon

1999 Syracuse University (21)

Amiya Basu, T. Mazumdar, S.P. Raj

2000 University of California, Los Angeles (22)

Randolph Bucklin, Donald Morrison

2001 University of Mainz (23)

Oliver Heil

2002 University of Alberta (24)

Peter T. L. Popkowski Leszczyc

2003 University of Maryland (25)

Brian Ratchford, Roland Rust, Venky Shankar

2004 Erasmus University, Rotterdam (26)

Stefan Stremersch

2005 Emory University (27)

Sundar Bharadwaj, Douglas Bowman, Sandy Jap

2006 University of Pittsburgh (28)

Rabikar Chatterjee, J. Jeffrey Inman, R. Venkatesh

2007 Singapore Management University (29)

Sundar Bharadwaj, Jin K. Han,
David Montgomery, Chin Tiong Tan

2008 University of British Columbia (30)

Darren Dahl, Daniel Putler, Charles Weinberg

2009 University of Michigan (31)

Eugene Anderson, Fred Feinberg

2010 University of Cologne (32)

Karen Gedenk, Werner Reinartz,
Franziska Völckner

2011 Rice University (33)

Richard R. Batsell, Sharad Borle,
Ajay Kalra, Amit Pazgal

2012 Boston University (34)

Patrick Kaufmann, Shuba Srinivasan

2013 Ozyegin University (35)

Tülin Erdem (NYU), Erhan Erkut, Koen Pauwels

2014 Emory University (36)

Douglas Bowman, Michael Lewis,
David Schweidel

2015 Johns Hopkins University (37)

Dipankar Chakravarti, Jian Ni, Shubhanshu Singh

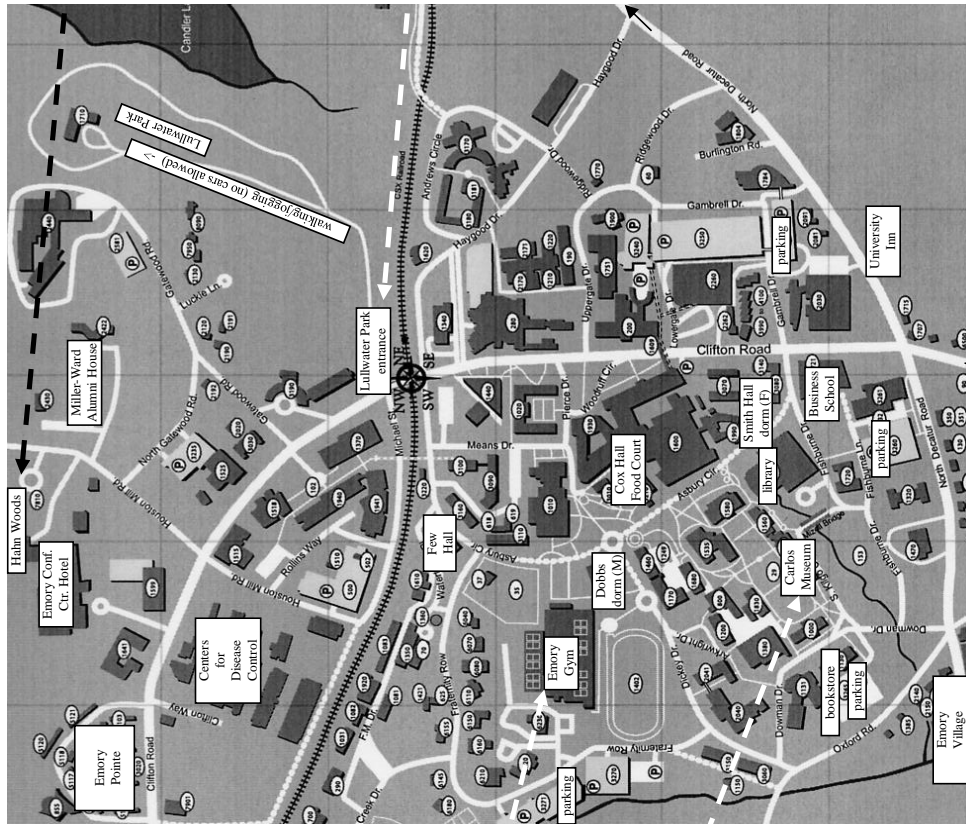
2016 Fudan University (38)

Min Ding, Xiongwen Lu

2017**2018**



Local Walking, Jogging, Recreation



Emory Conference Center Hotel
Small indoor pool; Small exercise area;
Games Room (Lobby Level)

Woodruff Physical Education Center (WoodPEC)
BUILDING (Gym)
Mon-Thurs: 6:30am-9:00pm
Fri: 6:30am-7:30pm
Sat/Sun: 10am-6pm
POOL
Mon/Wed/Fri: 7-9am; noon-1pm; 5-7pm
Tues/Thurs: 11:30-1:30pm; 5-7pm
Sat/Sun: 2-5pm
FACILITIES
Gymnasium; 4 Basketball courts; 5 Volleyball courts; 16 Badminton courts; Indoor Track; Swimming Pool; Olympic size 50-meter pool, with 6 diving springboards; Weight/Facilities Equipment; Cybex and Nautilus circuits, free weights and Universal machine; Full service equipment room; Dance studio; Squash and racquetball courts; Combat room; Rock-climbing wall; Outdoor Facilities; Tennis Courts; 400-meter Rekartan Track; Soccer fields;
GYMPASSES
A pass is required. Passes are available from the conference info desk on the 1st floor. You must sign a waiver. Lockers are available.

Michael C. Carlos Museum of Emory Univ.
Hours: Tues-Sat 10am-4pm; Sun noon-5pm
Guided Tours: Sun 2pm
Housed in a distinguished building by renowned architect Michael Graves, the Carlos maintains the largest collection of ancient art in the Southeast with objects from ancient Egypt, Greece, Rome, the Near East, and the ancient Americas. \$8 admission. Allow up to 1 hour.

Fernbank Museum of Natural History
Hours: Mon-Sat 10am-5pm; Sun noon-5pm
Adults: museum \$18; IMAX \$13; combo \$26
Fernbank Museum of Natural History is one of the South's preeminent museums. It is a gateway for discovery and exploration, unfolding the story of the earth's history, the physical universe, the environment and human culture. Opened in 1992, Fernbank Museum is Atlanta's home to dinosaurs, including the world's largest in the distinctive permanent exhibition *Giants of the Mesozoic*.

Hahn Woods Nature Preserve
A 4.7-acre tract of pristine forest accessed from behind the Emory Conference Center Hotel (or at 866 Houston Mill Rd., just off Clifton Rd.). The woods contain scenic trails that follow Peachtree Creek and include the remnants of the sluiceway from the old Houston Mill. Two trails traverse the forest, and small plaques located throughout the trails explain forest succession and forest types.

Lullwater Park (1463 Clifton Rd.)
A wide path winds through thick groves of trees and abundant ivy outcroppings circles a large pond and ends at the University President's English Tudor mansion. The paved path is perfect for leisurely biking, rollerblading or jogging. There's less, but enough, room for frisbees and footballs. Children love Lullwater Pond's thriving, highly visible duck and white swan population.

Built in the 1920s by Walter T. Candler, son of Emory benefactor and Coca-Cola founder Asa G. Candler, Lullwater House was constructed in the English Tudor style. The house, which has served as the home of Emory University's presidents since 1963, is the centerpiece of Lullwater, a 185-acre park used by Emory community members for relaxation, exercise, and informal events.

Enter through the gates on Clifton Rd. Rated "Best of Atlanta - Jogging Spot".

Distance to Business School
Emory Conf. Ctr. Hotel (1.2 miles)



Restaurant Recommendations *(by neighborhood)*

Emory Village

emoryvillage.org/dine_shop_play.htm
[0.25 miles west of Goizueta Business School]

Chipotle Mexican Grill

1401 Oxford Rd | 404-855-4990
chipotle.com
Burritos and tacos \$

Doc Chey's Noodle House

1565 N Decatur Rd NE | 404-377-4407
doccheys.com
Noodle bowls, stir-fries \$

Ink & Elm

1545 N Decatur Rd | 404-373-4240
inkandelmatlanta.com
Southern food \$\$\$

Panera Bread

1545 N Decatur Rd | 404-373-4240
panerabread.com
Sandwiches, salads \$

Rise-N-Dine

1565 N Decatur Rd NE | 404-377-4407
risendineatl.com
Breakfast all day \$

Saba

1451 Oxford Rd NE | 404-377-7786
saba-restaurant.com
Pasta, sandwiches, salads \$

Starbucks – Emory Bookstore

1380 Oxford Rd | 404-727-0721
starbucks.com
Pastries \$

Zoe's Kitchen

1380 Oxford Rd | 404-377-9048
zoeskitchen.com
Mediterranean, cafeteria style \$\$

Emory Pointe

emory-point.com/
[1.2 miles north of Goizueta Business School;
next to the Emory Conference Center Hotel]

Fresh to Order

1727 Clifton Rd | 404-844-2020
frshtoorder.com
Soup, salad, sandwiches \$

La Tagliatella

1727 Clifton Rd | 678-608-4210
latagliatella.us
Upscale Italian \$\$\$

Marlow's Tavern

1727 Clifton Rd | 404-343-3282
marlowstavern.com
Traditional American \$\$

Paradise Biryani Ponte

1727 Clifton Rd | 404-228-8382
gabiryani.com
Indian served café-style \$

The General Muir

1727 Clifton Rd | 678-927-9131
thegeneralmuir.com
New York style deli \$\$

Tin Lizzy's

1727 Clifton Rd | 404-537-5355
tinlizzyscantina.com
Southwestern cantina \$\$

Which Wich Sandwiches

1727 Clifton Rd | 404-549-8889
whichwich.com
Sandwiches, salads \$



Restaurant Recommendations *(by neighborhood)*

On the Emory Campus

[0.25 miles north of Goizueta Business School]

Cox Hall Market

Cox Hall

Variety of prepared food options \$-\$\$

Dunkin' Donuts

Dobbs University Center | 404-727-9397

dunkindonuts.com

Coffee, donuts \$

Highland Bakery

Goizueta Business School | 678-399-8090

highlandbakery.com

Hot breakfast, sandwiches \$\$

Clairmont & N.Decatur

[1.3 miles east of Goizueta Business School]

Bhojanic

1363 Clairmont Rd | 404-633-9233

bhojanic.com

Indian \$\$

Community Q BBQ

1361 Clairmont Rd | 404-633-2080

communityqbbq.com

Southern BBQ \$-\$\$

Decatur, GA

decaturga.com/index.aspx?page=577

[2.7 miles southeast of Goizueta Business School]

Approximately 30 restaurants within a 2-3 block surrounding a town square including:

Brick Store Pub

125 E. Court Sq | 404-687-0990

brickstorepub.com

100s of beers on tap \$-\$\$

Cakes & Ale

155 Sycamore St | 404-377-7994

cakesandalerestaurant.com

Southern food \$-\$\$\$

Parker's on Ponce

116 E. Ponce De Leon Ave | 404-867-4007

parkersonponce.com

Steakhouse \$\$\$

Taco Mac

240 W. Ponce De Leon Ave | 404-378-4140

tacomac.com

Sports bar \$\$



Restaurant Recommendations *(by neighborhood)*

Virginia-Highland

virginiahighland.com/attr_rest.html
[3 miles west of Goizueta Business School]

Approximately 30 pubs, restaurants, and cafes within a 2-3 block area including:

Highland Tap

1026 N. Highland Ave | 404-875-3673
nnnwcorp.com
Steakhouse \$\$\$-\$\$\$

La Tavola Trattoria

992 Virginia Ave | 404-873-5430
fifthgroup.com
Italian \$\$

Murphy's

997 Virginia Ave | 404-872-0904
murphysvh.com
Southern food \$\$\$-\$\$\$

Noche - Highlands

1000 Virginia Ave | 404-815-9155
h2sr.com
Tapas \$\$

Near Georgia Aquarium

[0.25 miles west of Georgia Aquarium]

Der Biergarten

300 Marietta St NW | 404-521-2728
derbiergarten.com
German-style pub \$\$\$

Stats

300 Marietta St NW | 404-885-1472
statsatl.com
Sports bar (USAToday top 10 in USA) \$\$

Midtown

midtownatl.com/life/shop-and-dine
[5 miles west of Goizueta Business School;
location of the Marriott Suites Midtown hotel]

Approximately 14 consecutive blocks along Peachtree St. with many bars and restaurants including:

Empire State South

999 Peachtree St | 404-541-1105
empirestatesouth.com
Southern food \$\$\$

Marlow's Tavern

950 West Peachtree St | 404-815-0323
marlowstavern.com/
Traditional American \$\$

South City Kitchen

1144 Crescent St | 404-873-7358
midtown.southcitykitchen.com/
Southern food \$\$

Taco Mac

933 Peachtree St | 678-904-7211
millerunion.com
Sports bar \$\$

Veni Vidi Vici

41 14th St NE | 404-875-8424
buckheadrestaurants.com/veni-vidi-vici/
Italian \$\$\$



Restaurant Recommendations *(by neighborhood)*

Little Five Points

littlefivepoints.net/category/bars-restaurants
[4.5 miles south of Goizueta Business School]

Mix of boutiques, consignment stores, and eclectic eateries including:

The Vortex Bar & Grill

438 Moreland Ave | 404-607-1622
thevortexbarandgrill.com
Sandwiches, burgers \$\$\$

Vinings

viningsga.org/restaurants.aspx
[13 miles northwest of Goizueta Business School]

Canoe

4199 Paces Ferry Rd NW | 770-432-2663
canoeatl.com
New American, seafood \$\$\$

Duluth, GA

[20 miles northeast of Goizueta Business School]

Atlanta has the second largest Korean community in the US. Many reside in the city of Duluth.

Honey Pig

3473 Old Norcross Rd | 770-476-9292
honeypigatl.com
Korean BBQ \$\$

Myung Ga Won

1960 Day Dr | 770-622-1300
Korean \$\$

Buckhead

buckhead.net/dining/
[6.5 miles northwest of Goizueta Business School]

Atlanta Fish Market

265 Pharr Rd NE | 404-262-2675
buckheadrestaurants.com/Atlanta-fish-market/
Seafood \$\$\$

Bistro Niko

3344 Peachtree Rd | 404-261-6456
buckheadrestaurants.com/bistro-niko/
French \$\$\$

Chops Lobster Bar

70 W. Paces Ferry Rd | 404-262-2675
buckheadrestaurants.com/chops-lobster-bar/
Steak, seafood \$\$\$\$

Fogo de Chao

3101 Piedmont Rd | 404-266-9988
fogo.com
Brazilian steakhouse \$\$\$

Maggiano's Little Italy

3368 Peachtree Rd | 404-816-9650
maggianos.com
Italian \$\$

Season's 52

3050 Peachtree Rd | 404-846-1552
seasons52.com
Light American \$\$

Tomo

3630 Peachtree Rd | 404-835-2708
tomorestaurant.com
Japanese \$\$\$



Bar & Club Recommendations *(by neighborhood)*

Decatur, GA

decaturga.com/index.aspx?page=577
[2.7 miles southeast of Goizueta Business School]

Brick Store Pub

125 E. Court Square, Decatur
brickstorepub.com
M 11-1am; T-Sa 11-2am; Su Noon-1am
Dress: casual
Busy tavern with a huge beer list

Eddie's Attic

515-B N. McDonough St., Decatur
eddiesattic.com
M-F 5pm-1am; Sa-Su 6pm-1am
Dress: casual
Live music venue

Virginia-Highland

virginiahighland.com/attr_rest.html
[3 miles west of Goizueta Business School]

Blind Willie's

828 N. Highland Ave, Atlanta
blindwilliesblues.com
M-Sa 8pm-12:30am
Dress: casual
Live blues bar

Highland Inn Ballroom Lounge

644 N. Highland Ave, Atlanta
thehighlandinn.com/highlandballroom
F-Sa 8pm-2am
Dress: casual
Music: Rock & Pop

The Local

758 Ponce De Leon Ave NE, Atlanta
M-Sa 5pm-2am; Su 5pm-midnight
Dress: casual
Southern-style casual bar

Buckhead

buckhead.net/dining/
[6.5 miles northwest of Goizueta Business School]

Cellar 56

56 E. Andrews, Atlanta
cellar56.com
M-Sa 5pm-11pm
Dress: casual
Wine and tapas bar

Sanctuary

3209 Paces Ferry Pl NW, Atlanta
sanctuarynightclub.com
F 9pm-3am
Dress: casual
Salsa club with live DJ

Little Five Points

littelfivepoints.net/category/bars-restaurants
[4.5 miles south of Goizueta Business School]

The Porter Beer Bar

1156 Euclid Ave, Atlanta
theporterbeerbar.com
M-Th Noon-12am; Sa 11am-2:30am; Su -12am
Dress: casual
Bohemian setting for beer lovers

Near Georgia Aquarium

[0.25 miles west of Georgia Aquarium]

Der Biergarten

300 Marietta St NW, Atlanta
derbiergarten.com
M 5-9; Tu-F 5-12am; Sa 12-12am; Su 12-9pm
German-style pub

Stats

300 Marietta St NW, Atlanta
statsatl.com
M-Th 11-11; Fr-Sa 11-1am; Su 12-11pm
A *USA Today* '10 best sports bars in the USA'



Sightseeing Recommendations *(by neighborhood)*

Centennial Olympic Park (Downtown)

[5.5 miles southeast of Goizueta Business School]

Centennial Olympic Park

265 Park Ave W NW
centennialpark.com

Georgia Aquarium

225 Baker St NW
georgiaaquarium.org

Inside CNN Studio Tour

190 Marietta St NW
cnn.com/tour/

The Children's Museum of Atlanta

275 Centennial Olympic Park Dr
childrensmuseumatlanta.org

The World of Coca-Cola

125 Baker St NW
worldofcoca-cola.com

Near Emory

Centers for Disease Control Museum

767 Clifton Rd NE
cdc.gov/museum/tours

Fernbank Museum of Natural History

767 Clifton Rd NE
fernbankmuseum.org

Michael C. Carlos Museum

Emory campus
carlos.emory.edu

Midtown

midtownatl.com/visit/arts-and-attractions
[4.5 miles west of Goizueta Business School]

Atlanta Botanical Garden

1404 Spring St
atlantabotanicalgarden.org

Center for Puppetry Arts

1404 Spring St
puppet.org

High Museum of Art

1280 Peachtree St
high.org

Margaret Mitchell House

990 Peachtree St NE
atlantahistorycenter.com/mmh

Buckhead

buckhead.net
[6.5 miles northwest of Goizueta Business School]

Atlanta History Center

130 W. Paces Ferry Rd NW
atlantahistorycenter.com

Legoland Discovery Center

Phipps Plaza
legolanddiscoverycenter.com/atlanta/



Sightseeing Recommendations *(by neighborhood)*

Sweet Auburn District

[6.5 miles south of Goizueta Business School]

Martin Luther King Nat'l Historic Site

449 Auburn Ave NE
nps.gov/malu

Little Five Points

[4.5 miles south of Goizueta Business School]

Jimmy Carter Library and Museum

441 Freedom Pkwy
jimmycarterlibrary.org

Southeast of Downtown

[7 miles south of Goizueta Business School]

Atlanta Braves Baseball

755 Hank Aaron Dr SW
braves.com

June 13, 7:35pm: vs. Angels
June 14, 7:15pm: vs. Angels
June 15, 1:35pm: vs. Angels
June 16, 7:10pm: vs. Phillies

Turner Field Tours

755 Hank Aaron Dr SW
atlanta.braves.mlb.com/atl/ballpark/tours

Zoo Atlanta

800 Cherokee Ave SE
zooatlanta.org

Western Suburbs

Six Flags Over Georgia

275 Riverside Pkwy, Austell, GA
sixflags.com/overgeorgia

Northern Suburbs

Six Flags White Water

250 Cobb Pkwy, Marietta, GA
sixflags.com/whitewater

Eastern Suburbs

Stone Mountain Park

100 Robert E. Lee Blvd, Stone Mountain, GA
stonemountainpark.com



Shopping Recommendations

Atlantic Station

(near Midtown)

atlanticstation.com

Atlantic Station offers visitors a relaxed shopping experience in downtown Atlanta. Christened “Atlanta’s New Main Street,” this city with in a city style shopping center boasts great boutiques, eclectic sidewalk cafes, and award winning restaurants.

Lenox Square / Lenox Marketplace / Phipps Plaza

(in the Buckhead district)

simon.com/mall/lenox-square

Located in the heart of Buckhead, many view Lenox as the major shopping destination for Atlantans. Lenox features over 250 specialty stores ranging from an Apple Store to Burberry, and a number of department stores including Bloomingdale’s, Neiman Marcus and Macy’s.

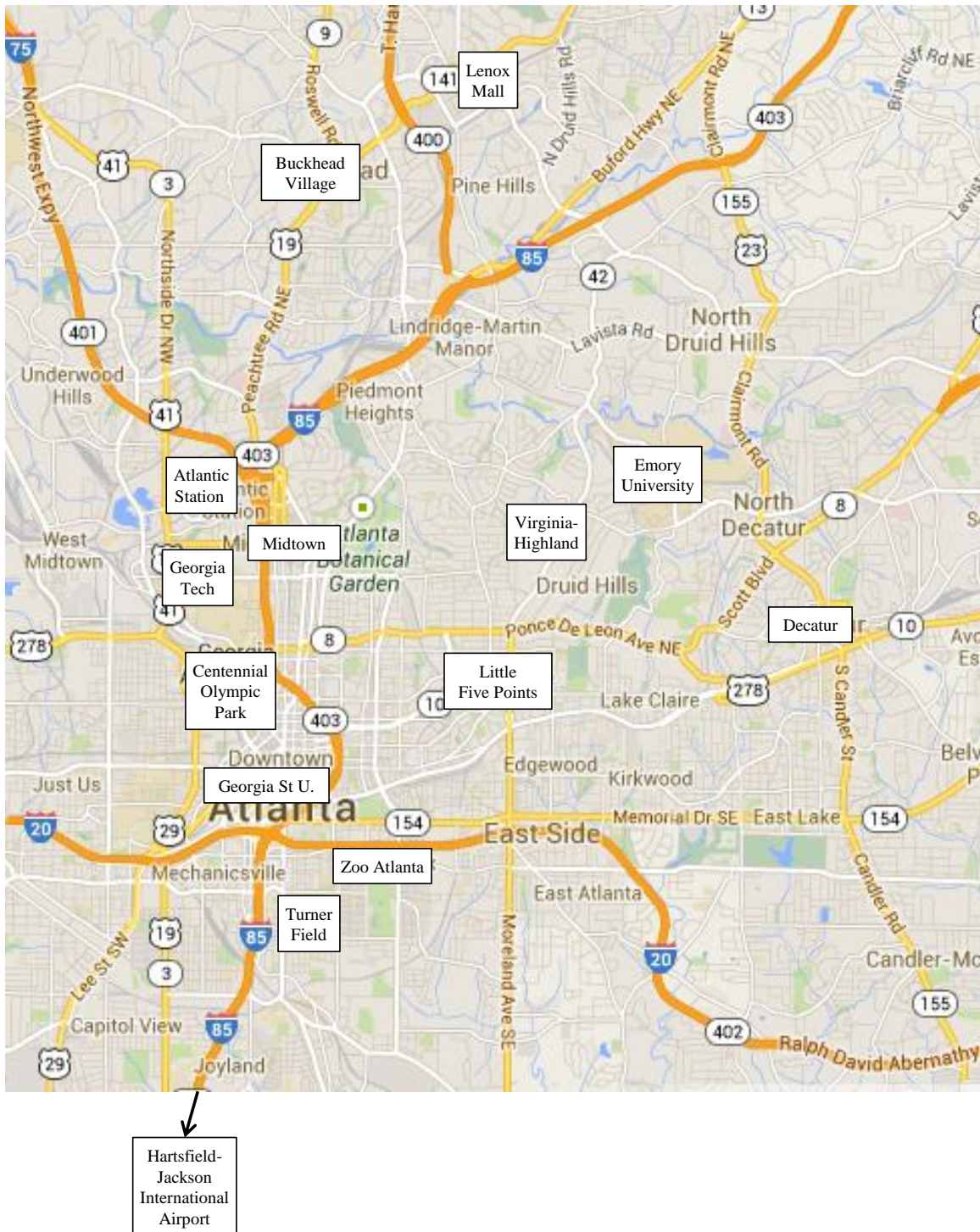
edens.com/centers/GA/Atlanta/Lenox-Marketplace

Major retailers include Target and Dick’s Sporting Goods (their largest outlet, and possibly the largest sporting goods store in the Southeast).

simon.com/mall/hipps-plaza

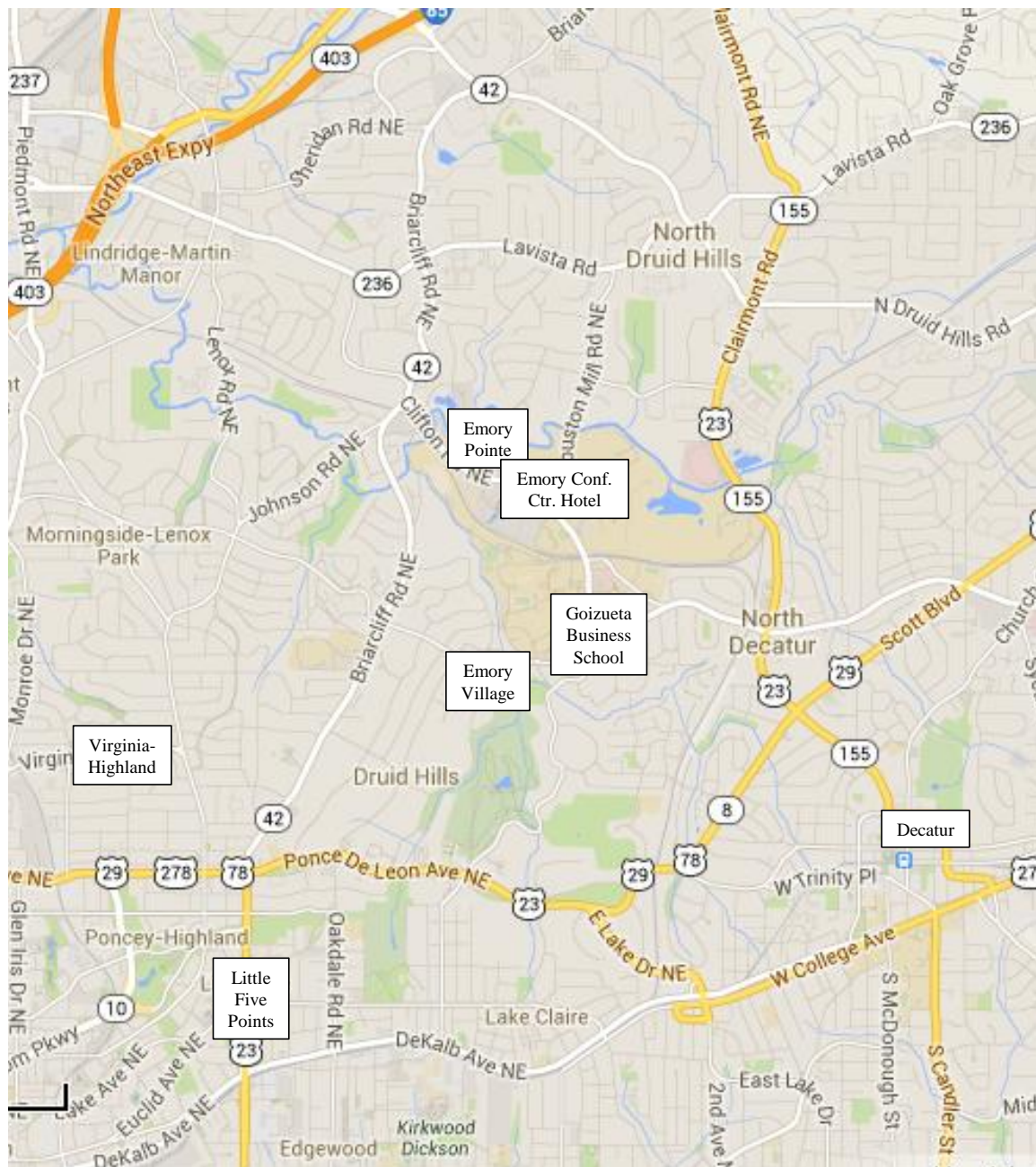
One of the Southeast’s premier, luxury shopping destinations. Located in the center of Buckhead this mall has over 100 stores including Nordstrom, Saks Fifth Avenue, Tiffany and Co. and so much more. Along with spectacular shopping, Phipps also boast many full-service restaurants such as the Tavern, Twist, and YEBO.

Atlanta Neighborhoods



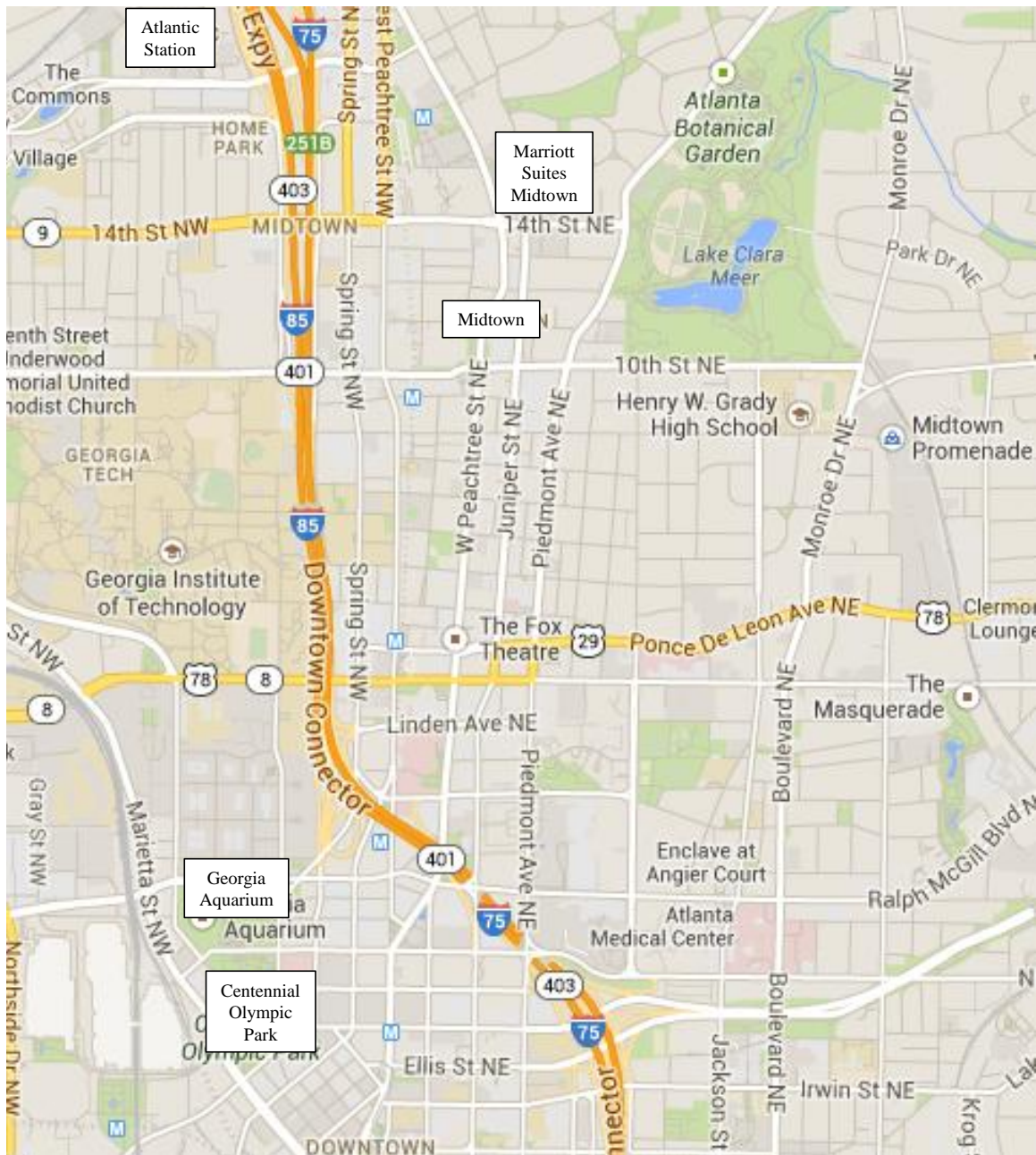


Emory University Area





Midtown (Marriott Suites Midtown)





Centennial Olympic Park





Buckhead

