

# Authors

**Jill Avery** is a Senior Lecturer in the General Management Unit at Harvard Business School. She received a DBA from the Harvard Business School, an MBA from the Wharton School, and a BA from the University of Pennsylvania. At Harvard, she teaches a required course to MBAs, Marketing and Field Immersion Experiences (FIELD).

Jill's research focuses on brand management and CRM. Her dissertation research on brand communities won the Harvard Business School Wyss award for excellence in doctoral research. Her branding insights have been widely cited in the business press, including *Advertising Age*, *The New York Times*, and *The Economist*.

Prior to her academic career, Jill spent a decade as a brand manager for Gillette, Braun, Samuel Adams and AT&T; and on the agency side managing the Pepsi, General Foods, Bristol-Myers, and Citibank accounts.

Active in pro-bono consulting for entrepreneurial start-ups and non-profit organizations, she serves on the Board of Overseers, the Museum of Fine Arts, Boston. (jill@mycbbook.com)

**Priya Raghbir** is Professor of Marketing and the Mary C. Jacoby Faculty Fellow at the Stern School of Business, New York University. Prior to joining NYU, Priya was at the University of California at Berkeley and the Hong Kong University of Science and Technology.

Priya's research interests are in the area of consumer psychology, including psychological aspects of prices and money, risk perceptions, visual information processing, and survey methods. She has published over 50 articles in journals and books, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, and *Marketing Science*. She is on the editorial boards of *JCR*, *JMR*, *JCP*, *JR*, and *Marketing Letters*, and has presented her work over 100 times at universities, symposia and conferences worldwide.

Priya received her undergraduate degree in Economics from St. Stephen's College, Delhi University, her MBA from the Indian Institute of Management, Ahmedabad, and her Ph.D. in Marketing from New York University. (Priya@mycbbook.com)