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Dr. Hoyer has published more than 100 articles in academic journals, such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and other marketing and psychology forums.

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MacInnis has served as Co-Editor and Associate Editor of the Journal of Consumer Research and Associate Editor for the Journal of Marketing and the Journal of Consumer Psychology. In addition to co-authoring CONSUMER BEHAVIOR, she has several edited volumes on branding and has an upcoming book on developing, enhancing and leveraging brand admiration.

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Deborah MacInnis is the Charles L. and Ramona I. Hilliard Professor of Business Administration and Professor of Marketing at USC s Marshall School of Business. She received her PhD from the University

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of Pittsburgh. Her work focuses on the role of emotions in consumer behavior and branding.

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