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**BERND SCHMITT**

**Robert D. Calkins Professor of International Business  
Director, Center on Global Brand Leadership  
Columbia Business School**

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**BHS1@COLUMBIA.EDU**

EDUCATION

1988 Ph.D. in Psychology, Cornell University, Ithaca, NY

1984 Diplom, Universität Heidelberg (Germany)

ACADEMIC POSITIONS

COLUMBIA BUSINESS SCHOOL

2003-present Robert F. Calkins Professor of International Business

1999-present Director, Center on Global Brand Leadership

1998 – 2003 Professor

1996 - 1998 Associate Professor (with tenure)

1992 - 1996 Associate Professor (without tenure)

1988 - 1992 Assistant Professor

VISITING AND TEACHING APPOINTMENTS

Maximilian Universität, Munich (Germany) 2002

Head of Marketing, China-Europe International Business School (CEIBS), Shanghai 1996 – 2000

University of Michigan Business School, Davidson Institute, Ann Arbor, November/December 1999

Hong Kong University, July/August 1999

Leipzig Graduate School of Management (Germany), Spring 1996

The Hong Kong University of Science and Technology (HKUST)  
May 1993 - June 1994

Jagiellonian University, Krakow (Poland), February/March 1993

CEMI, Beijing (China), 6-week visits in 1991, 1992, and 1993

Sloan School of Management, M.I.T., Cambridge, MA, Spring 1991

**TEACHING****COLUMBIA  
BUSINESS SCHOOL****MBA COURSES**

- Marketing (core course)
- Managing Brands, Identity and Experiences
- Consumer Behavior
- Advertising Management
- Public and Nonprofit Marketing
- The Design and Marketing of Luxury Products

**EXECUTIVE MBA**

- Marketing (core course)
- Strategic Marketing for Not-for-Profit Organizations
- Managing Brands, Identity and Experiences
- International Seminar on China (including study trip)
- Corporate Creativity
- Experience Management

**DOCTORAL SEMINARS**

- Behavioral Seminar I: Memory and Attitudes
- Behavioral Seminar II: Social Influences on Consumer Behavior
- Affect in Consumer Behavior

**TEACHING AT OTHER  
INSTITUTIONS**

Mr. Schmitt has also taught MBA and Executive MBA courses at the University of Munich (Germany), CEMI and CEIBS in China, Jagiellonian University in Poland, the Leipzig School of Management (Germany) and for HSE Executive Education.

**TEACHING AWARD**

Mr. Schmitt has been awarded the Columbia Business School Innovation for Teaching in the Classroom Award.

**DISSERTATION SPONSOR**

Shi Zhang  
Nader Tavassoli  
Daniel Sheinin  
Jin Han  
J. J. Brakus

**MEMBER OF DISSERTATION  
COMMITTEE**

Gavan Fitzsimmons  
Alex Simonson  
Louis Choie

## PROFESSIONAL ACTIVITIES

### EXECUTIVE PROGRAMS

Mr. Schmitt has been an instructor in several Columbia Business School open-enrollment programs.

- E-B2B (Faculty Director)
- Marketing Management Program (Associate Faculty Director)
- Creating the Customer-Oriented Firm (Associate Faculty Director)
- Columbia Senior Executive Program
- International Strategy
- Building and Managing Brand Equity
- Sales Management
- Transition to General Management
- Highlights of the MBA Program
- E-commerce

He has also been a participant and Faculty Director of custom programs for Columbia Executive Education including programs for the New York Police Department, R. R. Donnelly and Sons, Ericsson, Financial Times and IBM.

He was the lead instructor of a three-day Columbia/EXEN course on "Branding: Equity, Identity and Image," broadcast live via satellite to US corporations. He has designed a three-part branding course for Columbia Online.

In addition he has taught in various CEIBS executive programs in China including

- "China From the Inside" (One week intensive China program for senior executives with lectures, meetings with government officials, company visits, and presentations by China specialists)
- Senior Management Program: Marketing
- Junior Management Program: Marketing
- Advertising Management
- Corporate Identity and Branding

### CENTER ON GLOBAL BRAND LEADERSHIP

[www.globalbrands.org](http://www.globalbrands.org)

The Center is a global network of academic institutions that was founded in 1999 under Mr. Schmitt's direction at Columbia Business School. The Center conducts research on branding, organizes conferences and workshops and works closely with sponsorship companies. The Center has established partnerships with the University of Munich, IESE in Barcelona, Yonsei in South Korea, Jiatong University in Shanghai and Singapore Management University. At Columbia and other centers it is supported by corporate sponsorships.

### KEYNOTE SPEECHES AND CONSULTING

Mr. Schmitt has given more than 100 keynote speeches at national and international marketing and management conferences. He has worked with numerous companies around the world, including the Absolut Company, Ahold, American Home Products, Amore Pacific, Asatsu-DK, Avon, Cathay

Pacific, Chubb Corporation, Clarica Life Insurance, Deutsche Bank, Eli Lilly, Electronic Arts, Ericsson, Estee Lauder, Ferragamo, Ford Motor Co., Fujifilm, Gabelli Funds, Genesys, Glaxo Wellcome, Hearst Corporation, Henkel, Hilton Hotels, Hewlett-Packard, Kimberly-Clark, Landor, LVMH, McKinsey & Co., M&M Mars, Motorola, Ogilvy & Mather, Pacific Corp., Philip Morris, Pfizer, Porter Novelli, Procter and Gamble, R. R. Donnelly, SAP, Seagram, Sephora, Siemens, Sony, Sunstar, Tata Industries, Telefonica, 24/7 Media, Unilever, UNICEF, Vodafone, Vogue Magazine, Volkswagen, Volvo and Wheelock (among others).

He is one of three permanent members of the Marketing Board of Volkswagen AG. He also serves on the board of Schmidt & Kaiser, a brand and event agency.

He is co-founder and CEO of The EX Group, an experience consulting firm.

#### ADMINISTRATION AND SERVICE

At Columbia Business School, Mr. Schmitt is the Executive Director of the Center on Global Brand Leadership. He has served on the Strategic Planning Committee in 2005 appointed by Dean Hubbard, which developed new curriculum and new initiatives for faculty-business relations. He also served on the Columbia Business School Brand committee, headed by ex-Unilever-USA-President Charles Strauss and on the university wide Brand committee.

At Columbia, he also served on the Executive MBA Advisory Committee, the Business/Law School Building Committee, the Committee on International Activities, the Marketing Department Recruitment Committee, and the Chazen Institute Faculty Committee. In 2007, he chaired the senior faculty recruiting committee.

He has taught a branding course for Columbia Business School at the University of Munich. He has been a Faculty Advisor on the Columbia EMBA Trips to China in 1998, 1999 and 2000; the MBA China Trip in 1997; and the MBA Trip to Eastern Europe in 1992. He has held numerous lunches/dinner meetings with Columbia alumni in places like Munich, Beijing, Bombay, Hong Kong, Manila, Seoul, Shanghai and Tokyo. He has spoken at alumni clubs and at prospective student events. In 1999, he organized Creative Explorations in Business, a multimedia event to celebrate creativity and innovation in business.

#### PROFESSIONAL SERVICES

Mr. Schmitt has served on the editorial boards of the *Journal of Business Research*, the *Asian Journal of Marketing*, the *International Journal of Marketing*, *Review of Managerial Science* and the *International Journal of Research in Marketing*. He has been the Editor of a Special Issue on branding in the *Journal of International Marketing* and co-editor of a special issue on Marketing in the Asia Pacific of the *Asia Pacific Journal of Management*. He regularly reviews articles for the *Journal of Consumer Research*, the *Journal of Marketing*, the *Journal of Marketing Research* and many other professional journals. He

has also reviewed grant proposals, book proposals and conference proposals for a variety of organizations.

He has been a member of the American Marketing Association, the American Management Association, the Association for Consumer Research, the American Psychological Society and the Society for Consumer Psychology.

Mr. Schmitt has been elected a fellow of the International Academy of Management.

#### COLLOQUIA AND LECTURES AT UNIVERSITIES

He has given invited colloquia and lectures at the following universities in the U.S. and abroad

- Arizona State University
- Cornell University
- DePaul University
- Duke University
- Harvard Business School
- M.I.T.
- New York University
- Stanford University
- UCLA
- University of California at Berkeley
- University of Chicago
- University of Michigan
- University of Minnesota
- University of Texas, Austin
- Yale University
- Academy of Economics, Krakow (Poland)
- HEC, Paris (France)
- Henley College (England)
- INSEAD, Fontainebleau (France)
- Leipzig Graduate School of Management (Germany)
- London Business School (England)
- Maximilian Universität (Munich, Germany)
- National University of Singapore
- Seoul National University (South Korea)
- Singapore Management University
- Gutenberg Universität, Mainz (Germany)
- University of International Business and Economics, Beijing (China)
- University of Western Australia, Perth (Australia)
- University of Tunis (Tunisia)
- Yonsei University (South Korea)

#### ACADEMIC CONFERENCES

Mr. Schmitt has been the conference chair for several sessions at the ACR (Association for Consumer Research) Annual Conferences in the U.S., in Europe and Asia.

He has presented more than 60 papers at marketing and psychology conferences organized by numerous associations.

## PUBLICATIONS

### BOOKS

Schmitt, B. (forthcoming, Dec 2007). *Big Think Strategy*. Harvard Business Press.

Schmitt, B. and Rogers, D. (Eds.) (forthcoming). *Handbook on Brand and Experience Management*.

Schmitt, B. and Mangold, M. (2004). *Kundenerlebnis als Wettbewerbsvorteil: Mit CEM Marken und Märkte gestalten*. Wiesbaden: Gabler Verlag.

Schmitt, B. (2003). *Customer experience management: A revolutionary approach to connecting with your customers*. New York: Wiley.

Schmitt, B., Rogers, D. and Vrotsos, K. (2003). *There's no business that's not show business: Marketing in an experience culture*. Englewood-Cliffs, NJ: Prentice-Hall Financial Times.

Schmitt, B. (2001). *Build your own garage: Blueprints and tools to unleash your company's hidden creativity*. The Free Press.

Schmitt, B. (1999). *Experiential marketing: How to get customers to sense, feel, think, act and relate to your company and brands*. New York: The Free Press

Schmitt, B. H. and Simonson, A. (1997). *Marketing aesthetics: The strategic management of brands, identity and image*. New York: The Free Press.

These books have been translated into 18 languages. Excerpts of the books have been published in additional languages.

### JOURNAL ARTICLES

Esch, F.-R., Schmitt, B., Redler, J. And Langner, T. (forthcoming). The brand anchoring effect: A judgment bias arising from brand awareness and temporary accessibility. *Psychology and Marketing*

Esch, F.-R., Langner, T. Schmitt, B.H., and Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product and Brand Management*, 15 (2), 98-105.

Zhang, S. and Schmitt, B.H. (2004). Activating sound and meaning: The role of language proficiency in bilingual consumer environments. *Journal of Consumer Research*, 31, 220-228.

Henderson, P., Cote, J., Leong, S. M. and Schmitt, B. (2003) Building strong brands in Asia: Selecting the visual components of image to maximize brand strength. *International Journal of Research in Marketing*, 20, 297-313.

Zhu, H. and Schmitt, B. H. (2002) Experience economy and management innovation. *Journal of China Business and Market*, Issue 4, 43-46. (Published in Chinese)

Zhang, S. and Schmitt, B.H. (2001). Creating local brands in multilingual international markets. *Journal of Marketing Research*, Vol. 38 (3) 313-326.

Aaker, J. and Schmitt, B. H. (2001). Culture-dependent assimilation and differentiation of the self: Preferences for consumption symbols in the United States and China, *Journal of Cross-Cultural Psychology*, 38, 561-576

Schmitt, B. H. (2000/2001). Experiential Marketing: A new marketing for a new century. *Asian Journal of Marketing*, Vol. 8, No. 2, 109-114.

Schmitt, B. H. (2000). Creating and managing brand experiences on the internet. *Design Management Journal*, Vol. 11, Fall 2000, 53-58.

Schmitt, B. H. (2000). Experiential Marketing and the product life cycle. *Thesis*, 17 (2), 11-14.

Dubé, L. & Schmitt, B.H. (1999) The the effect of a similarity vs. dissimilarity focus in brand positioning: the moderating role of consumer familiarity and product category, *Psychology & Marketing*, 16 (3), 211-225.

Schmitt, B. H. (1999), Experiential Marketing: A new framework for design and communications. *Design Management Journal*, Vol. 10, No. 2 (Spring 1999), 10-16.

Schmitt, B. H. (1999), Experiential Marketing. *Journal of Marketing Management*, 15, 53-67.

Schmitt, B. H. and Zhang, S. (1998). Language structure and categorization: A study of classifiers in consumer cognition, judgment and choice. *Journal of Consumer Research*, 25, 108-122.

Schmitt, B. H. and Simonson, A. (1998), Coupling brand and organizational identities through partnering. *Design Management Journal*, 9, 9-14.

Zhang, S. and Schmitt, B. H. (1998), Language-dependent classification: The role of classifiers in cognition, memory and ad evaluations. *Journal of Experimental Psychology: Applied*, 4, 375-385.

Mak, B., Schmitt, B. H. and Lyytinen, K. (1997), User participation in knowledge update of expert systems. *Information and Management*, 32 (2), 55-63.

Schmitt, B. H. (1997) "Superficial out of profundity": The branding of customer experiences. *The Journal of Brand Management*, 5, 92-98.

Han, J. and Schmitt, B. (1997). Product-category dynamics and corporate identity in brand extensions: A comparison of Hong Kong and U.S. consumers. *Journal of International Marketing*, 5 (1), 77-92.

Schmitt, B. (1997). Who is the Chinese consumer? Segmentation in the People's Republic of China. *European Management Journal*, 15 (2), 191-194.

Dubé, L., Leclerc, F. and Schmitt, B. H. (1996). The temporal dimension of social episodes: Position effect in time judgments of unfilled intervals. *Journal of Applied Social Psychology*, 26, 1816-1826.

Pan, Y. and Schmitt, B. H. (1996), Language and brand attitudes: The impact of script and sound matching in Chinese and English. *Journal of Consumer Psychology*, 5 (3), 263-277.

Leclerc, F., Schmitt, B. H. and Dubé, L. (1995), Waiting time and decision making: Is time like money? *Journal of Consumer Research*, 22, 110-119.

Schmitt, B. H., Simonson, A. and Marcus, J. (1995), Managing corporate image and identity. *Long Range Planning*, 28, 82-92.

Schmitt, B. H. (1995), Language and visual imagery: Issues of corporate identity in East Asia. *Columbia Journal of World Business*, Winter 1995 Issue, 28-36.

Pan, Y. and Schmitt, B. H. (1995), What's in a name? An empirical comparison of Chinese and English brand names. *Asian Journal of Marketing*, 4, 7-16.

Schmitt, B. H. and Shultz, C. (1995) Situational effects on brand preferences for image products. *Psychology and Marketing*, 12, 433-446.

Simonson, A., Schmitt, B. H., and Marcus, J. (1995), Processes for managing identity and design within a corporation. *Design Management Journal*, 6, 60-63.

Schmitt, B., Pan, Y., and Tavassoli, N. (1994), Language and consumer memory: The impact of linguistic differences between Chinese and English. *Journal of Consumer Research*, 21, 419-431.

Schmitt, B. H. and Pan, Y. (1994), Managing corporate and brand identities in the Asia-Pacific Region. *California Management Review*, 36 (4), 32-48.

Leclerc, F., Schmitt, B. H., Dubé, L. (1994), Foreign branding and its effect on product perceptions and attitudes. *Journal of Marketing Research*, 31, 263-270.

Schmitt, B. H. (1994), Contextual priming of nonverbal material in advertising. *Psychology and Marketing*, 11, 1-14.

Sheinin, D. and Schmitt, B. H. (1994), Extending brands with new product concepts: the role of category attribute congruity, brand affect and brand breadth. *Journal of Business Research*, 31 (1), 1-10.

Schmitt, B. H., Tavassoli, N. T. and Millard, R. T. (1993) Memory for print ads: Understanding relations among brand name, copy and picture. *Journal of Consumer Psychology*, 2, 55-81.

Schmitt, B. H., Dubé, L. and Leclerc, F. (1992), Intrusions into waiting lines: Does the queue constitute a social system? *Journal of Personality and Social Psychology*, 63, 806-815.

Schmitt, B. H. and Dubé, L. (1992), Contextualized representations of brand extensions: Are feature lists or frames the basic components of consumer cognition? *Marketing Letters*, 3, 115-126.

Dubé, L., Schmitt, B. H., and Leclerc, F. (1991), Consumers' affective response to delays at different phases of a service delivery. *Journal of Applied Social Psychology*, 21, 810-820.

Schmitt, B. H., Leclerc, F. and Dubé-Rioux, L. (1988), Sex typing and consumer behavior: A test of gender schema theory. *Journal of Consumer Research*, 15, 122-128.

Schmitt, B. H. (1988), Social comparison in romantic jealousy. *Personality and Social Psychology Bulletin*, 14, 374-387.

Schmitt, B. H. and Millard, R. (1988), Construct validity of the Bem Sex Role Inventory (BSRI): Does the BSRI distinguish between gender-schematic and gender-aschematic individuals? *Sex Roles*, 19, 581-588.

Schmitt, B. H. (1987), Gustav Ichheiser's early work: The forgotten roots of person perception and attribution theory. *Contemporary Social Psychology*, 12, 63-68.

Schmitt, B. H. (1987), The ecological approach to social perception: A conceptual critique. *Journal for the Theory of Social Behaviour*, 17, 265-278.

Schmitt, B. H., Gilovich, T., Goore, N., and Joseph, L. (1986), Mere presence and social facilitation: One more time. *Journal of Experimental Social Psychology*, 22, 242-248.

## BOOK CHAPTERS

Cettier, P. and Schmitt, B. (forthcoming). Strategic corporate rebranding. In T.C. Melewar and Elif Karaosmanoglu (Eds), *Corporate Marketing Communications: A Compendium of Contemporary Thinking on Corporate Branding, Identity and Communications*. Hampshire, UK: Palgrave Macmillan.

Zhang, S. and Schmitt, B. (2006). Phonology and semantics in international marketing: What brand name translations tell us about consumer cognition. In Lowrey, T. (Ed), *Psycholinguistic phenomena in marketing communications*. Englewood Cliffs: Lawrence Erlbaum Associates.

Schmitt, B. (2005). Competing Through Marketing. Customer Experience Management. In S. S. Kambhammettu (Ed), *Successfully Competing with Competitive Advantages*. Nagarjuna Hills: Le Magnus University Press.

Schmitt, B. (2005). Competitive advantage through customer experience management. In S. S. Kambhammettu (Ed), *Customer Experience Management. Concepts and Applications*. Nagarjuna Hills: Le Magnus University Press.

Schmitt, B. H. (2005) From image to experience. In L. Kahle (Ed), *Images and the Psychology of Marketing Communication*. Englewood Cliffs: Lawrence Erlbaum Associates.

Schmitt, B. H. (2004). Experience with the customer. In Subir Chowdhury (Ed), *Next Generation Business Handbook*. New York: Wiley.

Zhang, S., Schmitt, B.H., and Haley, H. (2003). Language and Culture: A New Approach to Consumer Behavior in International Marketing Research. In S.C. Jain, *State of the Art in Research in International Marketing*. Northampton, MA: Edward Elgar Publishing.

Schmitt, B. H. (2003). Customer Experience Management: Erfahrungen gestalten und Kundennutzen schaffen. In P. Meyer and A. Meyer (Eds.), *Total Customer Experience Management: Kundennutzen umfassend erlebbar machen!* Munich (Germany): FGM Verlag.

Schmitt, B. (2003). From traditional features-and-benefits marketing to experiential marketing. In S. Jain (Ed.), *Handbook of Research in International Marketing*. London: Edward Elgar Publishing.

Schmitt, B. H. (2001). Branding puts a high value on reputation management. In J. Pickford (Ed.), *Mastering Risk*. London: Pearson Education Limited (the Financial Times Series) (pp. 236-240).

Schmitt, B. H. and Simonson, A. (1999). Marketing-Ästhetik für Marken. In Esch, F-R. (Ed), *Moderne Markenführung*. Wiesbaden: Gabler, 1999.

Schmitt, B.H. Consumer segmentation in China (1999). In Batra, R. (Ed.), *Marketing issues in emerging economies*. Boston: Kluwer (pp. 73-84).

Schmitt, B. and Leclerc, F. (1999). The value of time in the context of waiting and delays. In Holbrook, M. (Ed.), *Consumer value: A framework for analysis and research*. London: Routledge. (pp. 29-42).

Schmitt, B. H. and Deboeck, G. (1998). Consumer segmentation in China: Identifying differential patterns in consumption preferences with self-organizing maps. In Deboeck, G. and Kohonen, T. (Eds.), *Visual Explorations in Finance Using Self-Organizing Maps*. (pp. 141-158). New York: Springer Verlag. (Also published in Japanese and Russian.)

Green, L., Lehmann, D. and Schmitt, B. (1996), Time perceptions in service systems: An overview of the TPM framework. Swartz, T., Bowen, D.E., Brown, S. W. (Eds.), *Advances in Services Marketing*

*and Management: Research and Practice*. Greenwich, CT: JAI Press.

Schmitt, B. H. (1994), Advertising and mass communications. In Hampton, J. J. (Ed.), *AMA Management Handbook*, Section 2, 108-115.

Hulbert, J. and Schmitt, B. H. (1994), Ethics in marketing. In Levy, S. Frerichs, G. R., and Gordon, H. L. (Eds.), *Marketing Manager's Handbook*. Chicago, IL: Dartnell, 626-635.

#### EDITOR OF BOOKS

Mr. Schmitt has been the co-editor of a book series on marketing and management in China, publishing the Chinese version of books by authors such as Peter Drucker, Jerry Wind, and others.

#### CONFERENCE PROCEEDINGS

Zarantonello, L., Schmitt, B. and Brakus, J.J. (2007). Development of the Brand Experience Scale. *Advances in Consumer Research*.

Schmitt, B. H. (2005). From image to experience. *Asia Pacific Conference of Society of Consumer Psychology*.

Schmitt, B. H. (1994), Corporate and brand identities in the Asia-Pacific Region: Theoretical and applied perspectives. *Asia Pacific Advances in Consumer Research*, 1, 1-3.

Tavassoli, N. T., Goldberg, L. I., Schmitt, B. H., and Holbrook, M. B. (1993), The marketing impact of national identity: German attitudes toward reunification and intentions to purchase Western products. *European Advances in Consumer Research*, 1, 226-232.

Dubé, L., Schmitt, B. H., and Bridges, S. (1992), Categorization research and brand extensions. *Advances in Consumer Research*, 19, 255-259.

Dubé, L., Leclerc, F. and Schmitt, B. H. (1991), Consumer duration estimates of delays at different phases of a service delivery process. *Proceedings of the 6th John-Labatt Marketing Research Seminar*, 1-16.

Dubé, L. and Schmitt, B. H. (1991), The processing of emotional and cognitive aspects of product usage in satisfaction judgments. *Advances in Consumer Research*, 18, 52-55.

Dubé-Rioux, L., Regan, D. T., and Schmitt, B. H. (1990), The cognitive representation of services varying in concreteness and specificity. *Advances in Consumer Research*, 17, 1990, 861-865.

Dubé-Rioux, L., Schmitt, B. H. and Leclerc, F. (1989), Consumers' reactions to waiting: When delays affect the perception of service quality. *Advances in Consumer Research*, 16, 59-63.

Leclerc, F., Schmitt, B. H. and Dubé-Rioux, L. (1989), Brand name à la française? Ouié but only for the right product. *Advances in Consumer Research*, 16, 253-257.

Dubé-Rioux, L., Schmitt, B. H. and Leclerc, F. (1989), Delays in service encounters as sources of customer dissatisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 2, 75-78.

## CASE STUDIES

- SAP: Building a leading technology brand (co-authored with David Rogers)
- Absolut Case. Commissioned by Seagram's and the Absolut Company.
- Cathay Pacific: Managing the brand experience during and after a crisis.
- Mary Kay China: Shanghai market entry, European Case Clearing House #597-014-1  
Reprinted In: Gerald Albaum, Jesper Stranskov, and Edwin Duerr (1998), *International Marketing and Export Management*. Harlow, England: Addison-Wesley Publishing Co., Third Edition, pp. 107-117.
- Mary Kay China: An Interview with Cecilia Yang, Vice President, Sales and Marketing (video), European Case Clearing House #597-015-1
- Jahwa Corporation: Marketing the Liu Shen brand (includes video)
- Shanghai Venus Software Corporation (includes video)
- Shanghai Petrochemical Corp.: Developing a Corporate Identity System
- United Biscuits: Managing the transition from "Pacific" to the "Keebler " brand

## OTHER PUBLICATIONS

Foreword to the special issue on branding. *Journal of International Marketing*, 10 (2), 2-4, 2002.

Review of Naomi Klein's "No Logo: Taking aim at the brand bullies." *Across Borders*, 2000.

"Be sensitive to brand aesthetics and focus on providing original experiences, says Schmitt," Interview with Jennifer Delahunty Britz, *The Lawlor Review*, Fall 1999, Vol. VII, No 3, pp. 10- 13.

"Anreize für eine weltweite Marke schaffen." Article in *Business Global*, Vol. 8, 1999.

"The power of a luxury experience." Article in *Luxury Briefings*, October 1998, p. 11.

"Reaching China's Eager Buyer," *Asian Wall Street Journal*, April 28, 1998.

Foreword to "SAP R/3 Business Blueprint: Understanding the business process reference model" (by T. Curran, G. Keller and A. Ladd), New York: Prentice-Hall 1997.

"Symbols and icons in business and art." Essay published in art catalogue for Ji Wen Yu, Shanghart Gallery, Shanghai (China), 1997.

Several essays in *Shanghai Talk* (Nov, Dec 1996; Jan, March 1997).

Schmitt, B.H. "Group speak: Chinese consumers must be treated as separate market segments with differentiated needs and wants," *China Trade Report*, February 1997.

Schmitt, B. H. and Pan, Y., "In Asia, the supernatural means sales." *The New York Times*, Section 3 (Business), February 19, 1995, p. 11.

Schmitt, B. H. "Corporate identity: more than a logo." *World Executive's Digest*, October 1994, p. 3.

Schmitt, B. H. "Managing brands in Asia." *Asian Manager*, July 1994, pp. 18-20.

Review of Gordon Foxall's "Consumer psychology in behavioural perspective." *International Journal of Research in Marketing*, 9, 199-202, 1992.

#### CURRENT RESEARCH INTEREST

Mr. Schmitt's current research interests are in the area of branding, experience and innovation. He also works on cross-cultural language research that has implications for brand naming and name translations and adaptations. He has started new projects on the experimental study of multi-component co-branding as well as modeling work on routes of brand innovation.

#### MEDIA COVERAGE OF PUBLISHED WORK

Mr. Schmitt's research has been covered (among others) in

- The Harvard Business Review
- The Economist
- The Asian Wall Street Journal
- The New York Times
- The Washington Post
- The International Herald Tribune
- Die Zeit
- The South China Morning Post
- Adweek

and in numerous other international newspapers and magazines.

Full fledged articles, featuring him and his work on experience have been published in international magazines and newspapers in

Argentina, Germany, Japan, South Korea, Spain and Turkey (among others).

He has contributed articles on business issues to the

- *New York Times*,
- *Asian Wall Street Journal*, and
- *Financial Times*.

He has been featured on CNN's *Business Unusual* and Comedy Central's *Daily News Show with Jon Stewart*

He appeared on

- CNN/fn
- BBC
- CBS Evening News
- Wall Street Journal TV
- CNBC
- CNBC-Asia
- NHK (Japanese TV)
- Chinese TV stations (Beijing, Shanghai, Shenzhen)