

**Peter N. Golder**  
Tuck School of Business  
Dartmouth College  
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peter.n.golder@tuck.dartmouth.edu

## **ACADEMIC EXPERIENCE**

Dartmouth College, Tuck School of Business  
Professor of Marketing, 2009-present

New York University, Stern School of Business  
Professor of Marketing, 2008-2009  
Coordinator, Marketing Department Doctoral Program, 2008-2009  
George and Edythe Heyman Faculty Fellow, 2004-2009  
Associate Professor of Marketing, 1999-2008 (tenured in 2002)  
Assistant Professor of Marketing, 1995-1999

Peking University, Guanghua School of Management  
Visiting Professor of Marketing, 2006-2007

University of California, Los Angeles (UCLA)  
Visiting Assistant Professor of Marketing, 1994-1995

University of Southern California  
Research and Teaching Assistant, 1990-1994

## **EDUCATION**

Ph.D. in Business Administration (Marketing), 1994  
University of Southern California, Los Angeles, CA

B.S. in Mechanical Engineering, 1984  
University of Pennsylvania, Philadelphia, PA

## **HONORS**

Executive MBA Great Professor Teaching Award (2008)  
Buzzell Award for best paper published by Marketing Science Institute (2007, 1994)  
Finalist, Little Award for Best Paper in *Marketing Science* (2007)  
Finalist, Bass Award for Best Dissertation-based paper in *Marketing Science* (2007)  
Best Paper Award, American Marketing Assoc. Technology and Innovation Group (2005)  
Berry Book Prize (Best Book in Marketing), American Marketing Association (2003)

Early Career Award for First 10 Years of Contributions to Marketing Strategy Research, American Marketing Association (2003)  
 Editor's Award for Reviewing, *Journal of Marketing* (2003)  
 Finalist, INFORMS Society on Marketing Science Practice Prize (2003)  
 Top Ten Business Book of the Year, *Harvard Business Review* (2002)  
 AMA Doctoral Consortium Faculty Member (2005, 2004, 2002, 1999)  
 Marketing Science Institute Young Scholars Program Faculty Member (2006, 2001)  
 O'Dell Award for *Journal of Marketing Research* paper making the most significant long-term contribution (1998)  
 Bass Award for best paper in *Marketing Science* or *Management Science* based on a marketing doctoral dissertation (1998)  
 Faculty Advisor Award for Field Study Achievement (UCLA - 1995)  
 Beta Gamma Sigma (1994)  
 Richard D. Irwin Dissertation Award Winner (1993)  
 AMA Doctoral Consortium Fellow, University of Illinois (1993)  
 Graduate of Conoco's Management Development Program (1985)  
 Second Prize, Senior Design Project, University of Pennsylvania (1984)  
 Pi Tau Sigma, National Honorary Mechanical Engineering Fraternity (1984)

## **JOURNAL PUBLICATIONS**

Golder, Peter N., Rachel Shacham, and Debanjan Mitra (2009), "Innovations' Origins: When, By Whom, and How are Radical Innovations Developed?" *Marketing Science*, 28 (January-February), in press.

Mitra, Debanjan and Peter N. Golder (2008), "Does Academic Research Help or Hurt MBA Programs?" *Journal of Marketing*, 72 (September), 31-49.

- Selected by *JM* Editor as single article from issue to feature on *JM* Blog
- Basis of our article in *Financial Times* (see Other Publications)
- Basis of our article in *BusinessWeek* online (see Other Publications)
- Featured on The Chronicle of Higher Education *News Blog*

Markovitch, Dmitri and Peter N. Golder (2008), "Using Stock Prices to Predict Market Events: Evidence on Sales Takeoff and Long-Term Firm Survival," *Marketing Science*, 27 (July-August), 699-716.

Mitra, Debanjan and Peter N. Golder (2007), "Quality is in the Eye of the Beholder," *Harvard Business Review*, 85 (April), 26-28.

Mitra, Debanjan and Peter N. Golder (2006), "How Does Objective Quality Affect Perceived Quality? Short-Term Effects, Long-Term Effects, and Asymmetries," *Marketing Science*, 25 (3), 230-247.

- Robert D. Buzzell Best Paper Award from Marketing Science Institute (2007)
- Finalist, John D. C. Little Award for Best Paper in *Marketing Science* (2007)

- Finalist, Frank M. Bass Award for Best Dissertation-based paper in *Marketing Science* (2007)
- Featured in *Handelsblatt*, a top German economics and business periodical
- Featured in *Insights from MSI* (Marketing Science Institute)
- Reprinted in ICFAI's *Journal of Brand Management*

Golder, Peter N. and Gerard J. Tellis (2004), "Growing, Growing, Gone: Cascades, Diffusion, and Turning Points in the Product Life Cycle," *Marketing Science*, 2, 207-218.

- Best Paper Award, American Marketing Association Technology and Innovation Group (2005)
- Also published in the Marketing Science Institute working paper series and featured in their periodical, *Insights from MSI*

Foster, Joseph A., Peter N. Golder, and Gerard J. Tellis (2004), "Predicting Sales Takeoff for Whirlpool's New Personal Valet," *Marketing Science*, 2, 182-185.

- INFORMS Society on Marketing Science Inaugural Practice Prize (finalist)

Bohlmann, Jonathan D., Peter N. Golder, and Debanjan Mitra (2002), "Deconstructing the Pioneer's Advantage: Examining Vintage Effects and Consumer Valuations of Quality and Variety," *Management Science*, 48 (September), 1175-1195.

Mitra, Debanjan and Peter N. Golder (2002), "Whose Culture Matters? Near-Market Knowledge and Its Impact on Foreign Market Entry Timing," *Journal of Marketing Research*, 39 (August), 350-365.

Golder, Peter N. (2000), "Insights from Senior Executives about Innovation in International Markets," *Journal of Product Innovation Management*, 17 (September), 326-340, lead article.

Golder, Peter N. (2000), "Historical Method in Marketing Research with New Evidence on Long-Term Market Share Stability," *Journal of Marketing Research*, 37 (May), 156-172.

- Featured in *The Wall Street Journal* (front page) and *Advertising Age*

Golder, Peter N. and Gerard J. Tellis (1998), "Beyond Diffusion: An Affordability Model of the Growth of New Consumer Durables," *Journal of Forecasting*, 17 (June-July), 259-280.

Golder, Peter N. and Gerard J. Tellis (1997), "Will It Ever Fly? Modeling the Takeoff of Really New Consumer Durables," *Marketing Science*, 3, 256-270.

- Frank M. Bass Award (1998) for best paper in *Marketing Science* or *Management Science* based on a marketing doctoral dissertation
- Featured in *The Wall Street Journal* (front page)
- Published in the Marketing Science Institute working paper series

Tellis, Gerard J. and Peter N. Golder (1996), "First to Market, First to Fail? Real Causes of Enduring Market Leadership," *Sloan Management Review*, (Winter), 65-75.

- Featured in *The Wall Street Journal*, *The Economist*, *The Los Angeles Times*, *WirtschaftsWoche* (German business magazine) and *Harvard Management Update*
- Reprinted in *Harvard Business Manager*
- Invited keynote presentation at the Conference Board's 1996 Marketing Conference

Golder, Peter N. and Gerard J. Tellis (1993), "Pioneer Advantage: Marketing Logic or Marketing Legend?" *Journal of Marketing Research*, (May), 158-170.

- William F. O'Dell Award (1998) for long-term contribution to the marketing discipline
- Findings referenced in *Wall Street Journal* op-ed article

## **BOOKS AND OTHER PUBLICATIONS**

Golder, Peter (2010), "First-mover (pioneer) advantage," in *Wiley International Encyclopedia of Marketing*, Jagdeesh Sheth and Naresh Malhotra, editors, in Volume 1, Marketing Strategy, Robert Peterson and Roger Kerin, editors, John Wiley & Sons Limited, forthcoming.

Golder, Peter (2010), "Later mover (nonpioneer) advantage," in *Wiley International Encyclopedia of Marketing*, Jagdeesh Sheth and Naresh Malhotra, editors, in Volume 1, Marketing Strategy, Robert Peterson and Roger Kerin, editors, John Wiley & Sons Limited, forthcoming.

Golder, Peter and Gerard Tellis (2010), "Product Life Cycle," in *Wiley International Encyclopedia of Marketing*, Jagdeesh Sheth and Naresh Malhotra, editors, in Volume 5, New Product Development, Barry Bayus, editor, John Wiley & Sons Limited, forthcoming.

Mitra, Debanjan and Peter N. Golder (2009), "Objective and Perceived Quality," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 18.

- Golder, Peter N. (2009), "Market Leadership," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 21.
- Golder, Peter N. and Gerard J. Tellis (2009), "First-mover Advantage," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 34.
- Golder, Peter N. and Gerard J. Tellis (2009), "Sales Takeoff," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 39.
- Golder, Peter N., Rachel Shacham, and Debanjan Mitra (2009), "Radical Innovations," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 42.
- Golder, Peter N. and Debanjan Mitra (2008), "MBA Recruiters Value Academic Research," *BusinessWeek* online, October 16.
- Golder, Peter and Debanjan Mitra (2008), "Academic research is good for MBA students," *Financial Times*, September 22.
- Chandy, Rajesh K., Peter N. Golder, and Gerard J. Tellis (2004), "Historical Research in Marketing Strategy: Method, Myths, and Promise," in *Assessing Marketing Strategy Performance*, Christine Moorman and Donald R. Lehmann, eds., Boston, MA: Marketing Science Institute.
- Tellis, Gerard J. and Peter N. Golder (2002), *Will and Vision: How Latecomers Grow to Dominate Markets*, New York: McGraw-Hill.
- Winner of the Berry-AMA Book Prize for the best book in marketing (2003)
  - Selected by *Harvard Business Review* as one of the top ten business books of 2001
  - Reviewed in *Harvard Business Review* (September 2001)
- Golder, Peter N. and Gerard J. Tellis (2001), "Competition is the Best Way to Regulate Microsoft," *Los Angeles Times*, December 26.
- Golder, Peter N. and Gerard J. Tellis (1992), "Do Pioneers Really Have Long-Term Advantages? A Historical Analysis," Marketing Science Institute Report Number 92-124, Boston, MA: Marketing Science Institute.
- Winner of Marketing Science Institute Best Paper of the Year Award

## **RESEARCH INTERESTS**

Market Entry, New Product Markets, Long-term Leadership, Global Marketing

## **TEACHING INTERESTS**

Marketing Concepts, Global Marketing, New Products, Marketing Strategy

## **PROFESSIONAL EXPERIENCE**

Northrop Corporation, 1986-1990

Conoco, 1984-1986

## **GRANTS**

NYU Stern Berkley Center grant from Kauffman Foundation (2006)

NYU Stern Berkley Center grant from Kauffman Foundation (2005)

Marketing Science Institute (2000)

Richard D. Irwin Dissertation Fellowship - National Award Winner (1993)

U.S. Department of Education - Awarded through Center for International Business  
Education and Research at University of Southern California (1993)

Dissertation Fellowship from Center for International Business Education and  
Research at University of Southern California (1992)

Marketing Science Institute (1992)

Fellowship, University of Southern California (1990-1994)

## **ACADEMIC SERVICE**

Editorial Review Board: *Journal of Marketing*, *International Journal of Research in  
Marketing*

Ad-hoc Reviewer: *Journal of Marketing Research*, *Marketing Science*, *Management  
Science*, *Marketing Letters*

Dissertation Committee Chair: Debanjan Mitra (Assistant Professor, University of  
Florida), Rachel Shacham (current Ph.D. candidate)

Dissertation Committee: Jane Gu, Dmitri Markovitch, Sergio Meza

Co-Chair, Hot Thoughts on Innovation: Insights at the Intersection of Marketing and  
Technology, special interest conference sponsored by MSI and AMA, 2004.

Chair, Strategy Track, Winter AMA 2005, San Antonio, Texas

## **ASSOCIATIONS**

American Marketing Association

Institute for Operations Research and Management Science (INFORMS)

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