

Peter N. Golder

Professor of Marketing

Peter Golder joined the Tuck School in 2009 as Professor of Marketing and teaches the marketing core course and an elective course in Global Marketing. Previously, he was Professor of Marketing, George and Edythe Heyman Faculty Fellow, and marketing department doctoral program coordinator at New York University's Stern School of Business. He has also held one-year faculty appointments at UCLA and Peking University's Guanghua School of Management.

Peter's research focuses on innovation, branding, and global marketing strategy. He is the co-author of *Will and Vision: How Latecomers Grow to Dominate Markets*, which won the Berry Book prize as the best book in marketing and was also selected as one of the Top Ten Books of the Year by Harvard Business Review. His research has won five best-paper awards and been featured several times in *The Wall Street Journal*, as well as in *The Financial Times*, *The Economist*, *Advertising Age*, and many other publications. His research was recognized with the first Award for Early Career Contributions to Marketing Strategy research. He has appeared on CBS, CNN, and the Nightly Business Report to comment on business news stories.

Peter has six years of professional experience in the aerospace and oil industries and has consulted in other industries. He received his B.S. in Mechanical Engineering from the University of Pennsylvania and his Ph.D. in Business Administration from the University of Southern California.