

Biography

Carl F. Mela is the T. Austin Finch Foundation Professor of Marketing at Duke University where he teaches brand management. He holds an engineering degree from Brown University, an MBA from UCLA and a Ph.D. in Marketing from Columbia University. Prior to joining Duke he held various management positions at Hewlett Packard, Hughes Space and Communications, and Proxima Corporation.

Prof. Mela's research focuses upon the long-term effects of marketing activity, customer management, the Internet and new media. His articles appear in the *Journal of Marketing Research*, *Marketing Science*, *Journal of Marketing*, *Harvard Business Review*, the *Journal of Consumer Research* and have received or been a finalist for over twenty best paper awards from these journals and other associations.

Prof. Mela serves as an Associate Editor at the *Journal of Marketing Research*, and *Quantitative Marketing and Economics* and serves on the editorial boards of the *Journal of Marketing*, *Marketing Science*, and *Marketing Letters*. Professional boards include the Word of Mouth Marketing Association and Information Resources, Incorporated. His home page is located at <http://www.duke.edu/~mela>.