EDITORIAL

Is Anybody Listening?
Geoffrey Precourt ........................................... 3

Management Slant ........................................... 5

VIEWPOINT

Media: No Longer the Caboose
Joel Rubinson ........................................... 8

COMMENTARY

How More Precise Magazine Inputs Can Improve Media Mix Modeling: The Impact of More Balanced Metrics on ROI
James Collins, David Dixon, Wayne Eadie, Mark Reggimenti, David Shiffman, Julia Soukhareva, Judy Vogel, and Britta Ware ......................................................... 10

ARTICLES

IS ANYBODY LISTENING?

The Value of Listening: Heeding the Call of the Snuggle
David Wiesenfeld, Kristin Bush and Ronjan Sikdar ......................................................... 16

The Power of Atlas: Why In-Store Shopping Behavior Matters
Jacob Suher and Herb Sorensen ................................................................. 21

Putting Listening to Work: The Essentials of Listening
Stephen D. Rappaport ......................................................... 30

Can Old Media Enhance New Media?
How Traditional Advertising Pays off for an Online Social Network
Markus Pfeiffer and Markus Zinnbauer ......................................................... 42

Financial Markets and Marketing:
The Tradeoff between R&D and Advertising during an Economic Downturn
Surinder Tikoo and Ahmed Ebrahim ................................................................. 50

Eda Gurel-Atay, Guang-Xin Xie, Johnny Chen and Lynn Richard Kahle ................................................................. 57

Cost Per Second: The Relative Effectiveness of 15- and 30-Second Television Advertisements
Kate Newstead and Jenni Romaniuk ................................................................. 68

Art for the Sake of the Corporation: Audi, BMW Group, DaimlerChrysler, Montblanc, Siemens, and Volkswagen Help Explore the Effect of Sponsorship on Corporate Reputations
Manfred Schwaiger, Marko Sarstedt and Charles R. Taylor ................................................................. 77

What’s Up? Exploring Upper and Lower Visual Field Advertising Effects
Kendall Goodrich ................................................................. 91

EDITORIAL NOTE

Be Part of a Modern Classic
Douglas West ................................................................. 107