Editorial: Keeping Score—Sports and Marketing  
Geoffrey Precourt

Mind Over Metrics: Catching Lightning in a Bottle  
Pat LaPointe, Marketing NPV

Marketing Matters: The Various Words of Mouth—Moving Beyond the “Road-to-Damascus” Conversion  
Jenni Romaniuk, Ehrenberg-Bass Institute

Take Your Pick: Kate Moss or the Girl Next Door?—The Effectiveness of Cosmetics Advertising  
Michael Anicco, EM Lyon Business School, Dirk Steemers, Rotterdam School of Management, and Aline Le Boedec, Finaref

How Emotional Tugs Trump Rational Pushes: The Time Has Come to Abandon a 100-Year-Old Advertising Model  
Orlando Wood, BrainJuicer Labs

The Power of “Like”: How Brands Reach (and Influence) Fans through Social-Media Marketing  
Andrew Lipsman, Graham Mudd, Mike Rich, comScore, and Sean Bruich, Facebook

Memo to Marketers: Quantitative Evidence for Change—How User-Generated Content Really Affects Brands  
George Christodoulides, Henley Business School, Colin Jevons, Monash University, and Jennifer Bonhamme

Keeping Score: Sports and Marketing

The Flipside of the Sponsorship Coin: Do You Still Buy the Beer When the Brewer Underwrites a Rival Team?  
Lars Bergkvist, University of Nottingham Ningbo

Warning Flags on the Race Track: The Global Markets’ Verdict on Formula One Sponsorship  
Joe Cobb, Northern Kentucky University, Mark D. Groza, Northern Illinois University, and Stephen W. Pruitt, University of Missouri

How Much Is Too Much? The Collective Impact of Repetition and Position in Multi-Segment Sports Broadcast  
Yongick Jeong, Louisiana State University, Hai Tran, DePaul University, and Xinshu Zhao, Hong Kong Baptist University

Benchmarking the Use of QR Code in Mobile Promotion: Three Studies in Japan  
Shintaro Okazaki, Universidad Autonoma de Madrid, Hairong Li, Michigan State University, and Morikazu Hirose, Tokyo Fuji University

Is An Advertisement Worth the Paper It’s Printed on? The Impact of Premium Print Advertising on Consumer Perceptions  
Stefan Hampel, Unister GmbH, Daniel Heinrich, University of Mannheim, and Colin Campbell, Monash University

The Hand, the Bill…or Both? The Role of Credibility in Handbill Acceptance  
Gerard P. Prendergast, King Tong Wai, and Wing Yi Cheung, Hong Kong Baptist University