EDITORIAL

Keeping Score: Sports and Marketing
Geoffrey Precourt ................................................................. 3

Business Focus at a Glance .................................................... 5

Management Slant ............................................................... 6

MIND OVER METRICS

Catching Lightning in a Bottle
Pat LaPointe. ........................................................................... 10

MARKETING MATTERS

The Various Words of Mouth: Moving Beyond the “Road-to-Damascus” Conversion
Jenni Romaniuk ................................................................. 12

ARTICLES

Take Your Pick: Kate Moss or the Girl Next Door?—The Effectiveness of Cosmetics Advertising
Michael Antioco, Dirk Smeesters, and Aline Le Boedec ............... 15

How Emotional Tugs Trump Rational Pushes: The Time Has Come to Abandon a 100-Year-Old Advertising Model
Orlando Wood ........................................................................ 31

The Power of “Like”: How Brands Reach (and Influence) Fans through Social-Media Marketing
Andrew Lipsman, Graham Mudd, Mike Rich, and Sean Bruich ........................................... 40

Memo to Marketers: Quantitative Evidence for Change—How User-Generated Content Really Affects Brands
George Christodoulides, Colin Jevons, and Jennifer Bonhomme ........................................... 53

FEATURE: 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 ................................................................. 65

Warning Flags on the Race Track: The Global Markets’ Verdict on Formula One Sponsorship
Joe Cobbs, Mark D. Groza, and Stephen W. Pruitt ................................. 74

How Much Is Too Much? The Collective Impact of Repetition and Position in Multi-Segment Sports Broadcast
Yongick Jeong, Hai Tran, and Xinshu Zhao. ....................................... 87

Benchmarking the Use of QR Code in Mobile Promotion: Three Studies in Japan
Shintaro Okazaki, Hairong Li, and Morikazu Hirose ................................. 102

Is An Advertisement Worth the Paper It’s Printed on? The Impact of Premium Print Advertising on Consumer Perceptions
Stefan Hampel, Daniel Heinrich, and Colin Campbell ................................. 118

The Hand, the Bill... or Both? The Role of Credibility in Handbill Acceptance
Gerard P. Prendergast, King Ting Wai, and Wing Yi Cheung ....................... 128