

EDITORIAL	<p>Keeping Score: Sports and Marketing Geoffrey Precourt 3</p> <p>Business Focus at a Glance 5</p> <p>Management Slant 6</p>
MIND OVER METRICS	<p>Catching Lightning in a Bottle Pat LaPointe. 10</p>
MARKETING MATTERS	<p>The Various Words of Mouth: Moving Beyond the “Road-to-Damascus” Conversion Jenni Romaniuk 12</p>
ARTICLES	<p>Take Your Pick: Kate Moss or the Girl Next Door?—The Effectiveness of Cosmetics Advertising Michael Antioco, Dirk Smeesters, and Aline Le Boedec 15</p> <p>How Emotional Tugs Trump Rational Pushes: The Time Has Come to Abandon a 100-Year-Old Advertising Model Orlando Wood 31</p> <p>The Power of “Like”: How Brands Reach (and Influence) Fans through Social-Media Marketing Andrew Lipsman, Graham Mudd, Mike Rich, and Sean Bruich. 40</p> <p>Memo to Marketers: Quantitative Evidence for Change—How User-Generated Content Really Affects Brands George Christodoulides, Colin Jevons, and Jennifer Bonhomme 53</p> <hr/> <p>FEATURE: KEEPING SCORE—SPORTS AND MARKETING</p> <p>The Flipside of the Sponsorship Coin: Do You Still Buy the Beer When the Brewer Underwrites a Rival Team? Lars Bergkvist 65</p> <p>Warning Flags on the Race Track: The Global Markets’ Verdict on Formula One Sponsorship Joe Cobbs, Mark D. Groza, and Stephen W. Pruitt 74</p> <p>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</p> <hr/> <p>Benchmarking the Use of QR Code in Mobile Promotion: Three Studies in Japan Shintaro Okazaki, Hairong Li, and Morikazu Hirose 102</p> <p>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</p> <p>The Hand, the Bill... or Both? The Role of Credibility in Handbill Acceptance Gerard P. Prendergast, King Ting Wai, and Wing Yi Cheung 128</p>