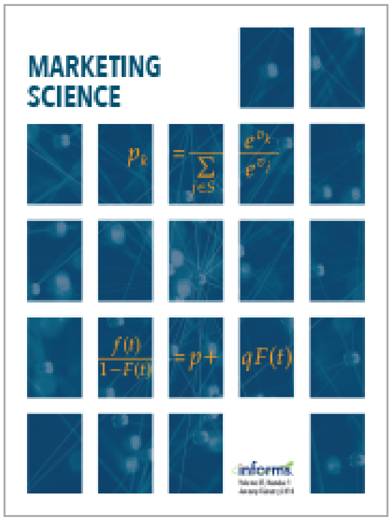

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Focus on Authors

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Focus on Authors

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Peter Fader ("A Dynamic Changepoint Model for New Product Sales Forecasting") is the Frances and Pei-Yuan Chia Professor of Marketing at the Wharton School of the University of Pennsylvania. This article is the capstone of a stream of papers that convey a number of highly effective—and easily implementable—approaches to understanding different aspects of trial-repeat behavior. Pete laments the fact that this area of research has fallen outside of the mainstream issues covered in the leading journals, despite its centrality to practicing managers (who would certainly benefit from more effective methods). He hopes that other Marketing Scientists will reawaken to the joys of trial-repeat modeling and its applications.

Fred M. Feinberg ("The Shape of Advertising Response Functions Revisited: A Model of Dynamic Probabilistic

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