



## Marketing Science

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## Focus on Authors

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**Rik Pieters** ("Eye Fixations on Advertisements and Memory for Brands: A Model and Findings") holds a Ph.D. from the University of Leiden (1989). He has been visiting professor at the Pennsylvania State University (1990) and the University of Florida (1999). From 1991 to 1993 he held the GVR-Chair of Marketing Communication at Nijenrode University. Since 1993 he has been Professor of Marketing at Tilburg University and since 2000 Head of the Department of Marketing at this university. Substantively, he is interested in communication effectiveness and diffusion and in environmental policy. His theoretical interests are in consumers' attention and memory, inference making, emotional processes, and attitude-behavior consistency. His methodological interests are in categorical data analysis, in particular in log-linear and multiplicative models. His work has appeared in the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *International Journal of Research in Marketing*, *Organizational Behavior and Human Decision Making Processes*, *Kylos*, and the *Journal of Economic Psychology*. He edited a special issue of the *International Journal of Research in Marketing*, with Peter Everrett, on Consumers and the Environment, and believes that the eye is the mirror of the soul.

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