

EDWARD F. MCQUARRIE

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Leavey School of Business
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Education

Ph.D., University of Cincinnati (1985): Social Psychology.

B.A., Evergreen State College, Olympia, WA (1976): Psychology and Literature.

Teaching Experience

2000-present Professor, Santa Clara University, Department of Marketing
1992-1999: Associate Professor, Santa Clara University, Department of Marketing
1985-1992: Assistant Professor, Santa Clara University, Department of Marketing
1982-1984: Instructor, Northern Kentucky University, Department of Marketing

Other Academic Experience

2006-present Faculty Director for Assessment & Weekend MBA program, Leavey School of Business, Santa Clara University
2004-2006 Associate Dean for Assessment and Improvement, Leavey School of Business, Santa Clara University
1996-2000: Associate Dean for Graduate Studies, Leavey School of Business, Santa Clara University

Professional Experience

- 1988-present: Conduct seminars on the topics covered in my two books (Customer Visits and The Market Research Toolbox, see below). Major clients have included Hewlett-Packard, Sun Microsystems, and a variety of other technology firms.
- 1995-98: Consulting Editor, Sage Publications. Advise editor on the acquisition of manuscripts in the areas of marketing and advertising; assist in the review of book proposals; participate in the review of completed manuscripts.
- 1980-1992: Moderate focus groups, conduct depth interviews, and perform copy tests of advertisements for Burke Marketing Research.

Publications

(1) Books

McQuarrie, E. F. *Customer Visits: Building a Better Market Focus* (3rd ed.). Armonk, NY: ME Sharpe, 2008 (1st ed. published in 1993).

McQuarrie, E. F., Phillips, B. J. (Eds.) *Go Figure: New Directions in Advertising Rhetoric*. Armonk, NY: M. E. Sharpe, 2007.

McQuarrie, E. F. *The Market Research Toolbox: A Concise Guide for Beginners* (2nd ed.). Newbury Park, CA: Sage, 2005 (1st ed. published in 1996).

(2) Journal Articles

McQuarrie, Edward F. and David Glen Mick (2009), "Verbal Rhetoric vs. Repetition: When Consumers Are Not Directed to Process Advertising," *International Journal of Advertising*, 28(2).

Phillips, Barbara J. and Edward F. McQuarrie (2009), "Impact of Advertising Metaphor on Consumer Belief: Delineating the Contribution of Comparison vs. Deviation Factors," *Journal of Advertising*, 38(Spring).

McQuarrie, Edward F. and Barbara J. Phillips, (2008), "It's Not Your Father's Magazine Ad: Magnitude and Direction of Recent Changes in Advertising Style," *Journal of Advertising*, 37(Fall).

McQuarrie, E. F., L. Scott, J. Sherry, M. Wallendorf (2005), "Roundtable on Advertising as a Cultural Form," *Advertising and Society Review*, 6(4).

McQuarrie, Edward F. and Barbara J. Phillips, (2005), "Indirect Persuasion in Advertising: How Consumers Process Metaphors Presented in Pictures and Words,

Journal of Advertising, 34(Summer), 7-20.

Phillips, Barbara J. and Edward F. McQuarrie (2004), "Beyond Visual Metaphor: A New Typology of Visual Rhetoric in Advertising," *Marketing Theory*, 4(March/June), 113-136.

McQuarrie, Edward F. (2004) Integration of Construct and External Validity by Means of Proximal Similarity: Implications for Laboratory Experiments in Marketing," *Journal of Business Research*, 57, 142-153

McQuarrie, Edward F. and David Glen Mick (2003), "Visual and Verbal Rhetorical Figures under Directed Processing versus Incidental Exposure to Advertising," *Journal of Consumer Research*, 29(March), 579-587.

Phillips, Barbara J. and Edward F. McQuarrie (2002), "The Development, Change and Transformation of Rhetorical Style in Magazine Advertisements 1954-1999," *Journal of Advertising*, 31(Winter), 1-13.

McQuarrie, E. F. and D. Mick, "Visual Rhetoric in Advertising: Text-Interpretive, Experimental, and Reader-Response Analyses," *Journal of Consumer Research* 26, 1 (1999): 37-53.

McQuarrie, E. F. "Have Laboratory Experiments Become Detached from Advertiser Goals? A Meta-Analysis," *Journal of Advertising Research*, 38, 6 (1998), 15-26.

Allen, C., E. F. McQuarrie, and T. Barr, "Implementing the Marketing Concept One Employee at a Time: Pinpointing Beliefs about Customer Focus as a Lever for Organizational Renewal," *Journal of Market-Focused Management*, 3, (1998), 151-170.

McQuarrie, E. F. (1995), "Taking a Road Trip: Customer Visits Help Companies Recharge Relationships and Pass Competitors," *Marketing Management* 3 (Spring), 8-21.

McQuarrie, E. F. and D. Mick, "Figures of Rhetoric in Advertising Language," *Journal of Consumer Research* 22, 4 (1996): 420-434.

McQuarrie, E. F. and D. Mick, "On Resonance: A Critical Pluralistic Inquiry into Advertising Rhetoric," *Journal of Consumer Research* 19, 3 (1992): 180-197.

Bruno, A.V., E. F. McQuarrie and C. Torgrimson, "The Evolution of New Technology Ventures Over 20 Years: Patterns of Failure, Merger and Survival," *Journal of Business Venturing*, 7 (1992): 291-302.

Richins, M. L., P. H. Bloch and E. F. McQuarrie, "How Enduring and Situational Involvement Combine to Create Involvement Responses," *Journal of Consumer Psychology* 1, 2 (1992): 143-153.

McQuarrie, E. F., "The Customer Visit: Qualitative Research for Business-to-Business Marketers," *Marketing Research* 3, 1 (1991): 15-28.

McQuarrie, E. F. and K. Iwamoto, "Public Opinion Toward Computers As A Function of

Exposure," *Social Science Computing Review* 8, 2 (1990): 221-233.

McQuarrie, E. F., "The Impact of a Discontinuous Innovation: Outcomes Experienced by Owners of Home Computers," *Computers in Human Behavior* 5 (1989): 227-240.

McQuarrie, E. F., "An Alternative to Purchase Intentions: The Role of Prior Behavior in Consumer Expenditure on Computers," *Journal of the Market Research Society* 30, 4 (1988): 407-437.

McQuarrie, E. F. and D. Langmeyer, "The Relation of Planned to Actual Spending Among Owners of Home Computers," *Journal of Economic Psychology* 8 (1987): 141-159.

McQuarrie, E. F. and S. McIntyre, "What Focus Groups Can and Cannot Do: A Reply to Seymour," *Journal of Product Innovation Management* 4 (1987): 55-60.

Munson, J. M. and E. F. McQuarrie, "The Factorial and Predictive Validities of a Revised Measure of Zaichkowsky's Personal Involvement Inventory," *Educational Psychology and Measurement*, 47 (1987): 773-782.

McQuarrie, E. F. and S. McIntyre, "Focus Groups and the Development of New Products: Some Guidelines," *Journal of Product Innovation Management* 3 (1986): 40-47.

McQuarrie, E. F. and D. Langmeyer, "Using Values to Measure Attitudes toward Discontinuous Innovations," *Psychology and Marketing* 2 (1985): 239-252.

(3) *Chapters in Collections*

McQuarrie, E. F., "A Visit to the Rhetorician's Workbench," in McQuarrie, E.F. and B. J. Phillips, *Go Figure! New Directions in Advertising Rhetoric*. Armonk, NY: M.E. Sharpe, 2007, pp. 257-276.

McQuarrie, E. F. and B. J. Phillips, "Advertising Rhetoric: An Introduction," in McQuarrie, E.F. and B. J. Phillips, *Go Figure! New Directions in Advertising Rhetoric*. Armonk, NY: M.E. Sharpe, 2007, pp. 3-19.

McQuarrie, E. F., "Differentiating the Pictorial Element in Advertising," in *Visual Marketing: From Attention to Action*, eds. Michel Wiedel and Rik Pieters. Hillsdale, NJ: Lawrence J. Erlbaum, 2007, pp. 91-112.

Phillips, B. J. and E. F. McQuarrie, "Burn Fat and Build Muscle: How Conceptual Metaphor Shapes Consumer Belief," in *Psycholinguistic Phenomena and Marketing Communications*, ed. Tina Lowrey Hillsdale, NJ: Lawrence Erlbaum, 2006, pp. 135-154.

McQuarrie, Edward F. and David Glen Mick, "The Contribution of Semiotic and Rhetorical Perspectives to the Explanation of Visual Persuasion in Advertising," in *Persuasive Imagery: A Consumer Response Perspective*, eds. Linda M. Scott and Rajeev Batra, New Jersey: Erlbaum, 2003, pp. 191-222.

McQuarrie, E. F. and S. McIntyre, "Implementing the Marketing Concept Through a Program of Customer Visits," in *Using Market Knowledge*, edited by Rohit Deshpande, Sage Publications, 2001, pp. 163-190.

McQuarrie, E. F. "Der Beitrag von Kundenbesuchen zur Kundenzufriedenheit," in *Kunden Zufriedenheit: Konzepte, Methoden, Erfahrungen* (3rd ed.), eds. Hermann Simon and Christian Homburg, Sonderdruck: Gabler, 1998, 294-310. (Also appeared in the 1st and 2nd editions published in 1996 and 1997.)

McQuarrie, E. F. and S. McIntyre, "What the Group Interview Can Contribute to Research on Consumer Phenomenology," in *Research in Consumer Behavior, Vol. 4*, ed. Elizabeth C. Hirschman, Greenwich, CT: JAI Press, 1990, 165-194.

McQuarrie, E. F., "Advertising Resonance: A Semiological Perspective," in *Interpretive Consumer Research*, ed. Elizabeth C. Hirschman, Provo, UT: Association for Consumer Research, 1989, 97-114.

(4) Technical Reports

Allen, C., E. F. McQuarrie, and T. Barr (1999), "Implementing the Marketing Concept One Employee at a Time: Pinpointing Beliefs about Customer Focus as a Lever for Organizational Renewal," Marketing Science Institute Working Paper Series, Report 98-125, November 1998

McQuarrie, E. F. and S. McIntyre, "The Customer Visit: An Emerging Practice in Business-to-Business Marketing," Marketing Science Institute Working Paper Series, Report 92-114, May 1992.

McQuarrie, E. F. and S. McIntyre, "Implementing the Marketing Concept Through a Program of Customer Visits," Marketing Science Institute Working Paper Series, Report 90-107, March 1990.

(5) Proceedings

McQuarrie, E. F. and D. Mick, "Reflections on Classical Rhetoric and the Incidence of Figures of Speech in Contemporary Magazine Advertisements," *Advances in Consumer Research*, Vol. 20, eds. L. McAlister and M. Rothschild, Provo, UT: Association for Consumer Research, 1993: 308-313.

McQuarrie, E. F. and J. M. Munson. "A Revised Product Involvement Inventory: Improved Usability and Validity." *Advances in Consumer Research*, Vol. 19, edited by John Sherry and Brian Sternthal. Provo, UT: Association for Consumer Research, 1992, pp. 108-115.

McQuarrie, E. F., "How Does an Advertisement Mean--Cue, Claim, Metaphor, Resonance? Discussant Comments," *Advances in Consumer Research*, Vol. 17, eds. G. Gorn, M. Goldberg & R. Pollay, Provo, UT: Association for Consumer Research, 1990, 658-661.

McQuarrie, E. F. and S. McIntyre, "Conceptual Underpinnings for the Use of Focus

Groups in Consumer Research," *Advances in Consumer Research*, Vol.15, ed. Michael Houston, Provo, UT: Association for Consumer Research, 1988, 580-586.

Munson, J. M. and E. F. McQuarrie, "Shortening the Rokeach Value Survey for Use in Consumer Research," *Advances in Consumer Research*, Vol.15, ed. Michael Houston, Provo, UT: Association for Consumer Research, 1988, 381-386.

McQuarrie, E. F. and J.M. Munson, "The Zaichkowsky Personal Involvement Inventory: Modification and Extension," *Advances in Consumer Research*, Vol. 14, eds. Mellanie Wallendorf and Paul Anderson, Provo, UT: Association for Consumer Research, 1987, 36-40.

(6) Book Reviews

McQuarrie, E. F., Review of *The Handbook for Focus Group Research*, by Thomas L. Greenbaum, and *Successful Focus Groups: Advancing the State of the Art*, edited by David L. Morgan. *Journal of Marketing Research* 31 (1994): 434-437.

McQuarrie, E. F., Review of *Focus Groups: Theory and Practice*, by David W. Stewart and Prem N. Shamdasani. *Journal of Marketing Research* 28 (1991): 377-380.

McQuarrie, E. F., Review of *Designing Qualitative Research* by Catherine Marshall and Gretchen Rossman. *Journal of Marketing Research* 27 (1990): 370-371.

McQuarrie, E. F., Review of *Focus Groups as Qualitative Research* by David Morgan & *The Long Interview* by Grant McCracken. *Journal of Marketing Research* 27 (1990): 114-117.

McQuarrie, E. F., Review of *Focus Groups: A Practical Guide for Applied Research* by Richard A. Krueger. *Journal of Marketing Research* 26 (1989): 371-372.

McQuarrie, E. F., Review of *The Practical Handbook and Guide to Focus Group Research* by Thomas L. Greenbaum & *Focus Groups: A Guide for Marketing and Advertising Professionals* by Jane Templeton. *Journal of Marketing Research* 26 (1989): 121-125.

(7) Selected Papers

(a) Academic Audiences

Phillips, B.J. and E. F. McQuarrie, "Pictures, More Pictures, Nothing But Pictures: Trends and Genres within the Visual Element of Print Advertising," Paper presented at the Association for Consumer Research Annual Conference, Orlando, October 2006.

McQuarrie, Edward F. "Differentiating the Pictorial Element in Advertising: An Ecological Perspective," paper presented upon receipt of the Dunn Award for Advertising Excellence, Department of Advertising, University of Illinois, April 2004.

McQuarrie, Edward F. "Advertising Topoi: An Inquiry into the Available Means of Persuasion in Print Advertising," Invited paper at the 4th Sandage Symposium, Department of Advertising, University of Illinois, October 2003.

McQuarrie, Edward F. and D. Mick, "Incongruity in Advertising," Paper presented at the annual conference of the Association for Consumer Research in Montreal, October, 1998.

McQuarrie, Edward F. "Consumer Research: Intellectual Exercise in the Ivory Tower or What the Real World Should Be Listening To?" part of a panel discussion sponsored by the Consumer Behavior SIG of the AMA at the Association for Consumer Research, Denver, October, 1997.

"Truths, Half-Truths, and Opinion on Combining Qualitative and Quantitative Methodologies," with S. Fournier and D. Mick. Paper presented at the annual conference of the Association for Consumer Research in Tucson, October, 1996.

"Visual Rhetoric in Advertising: An Experimental Inquiry," with D. Mick. Paper presented at the annual conference of the Association for Consumer Research in Tucson, October, 1996.

"On the Neglect of Verisimilitude in Advertising Experiments." Presented to the Stanford-Berkeley-Santa Clara Marketing Symposium, Santa Clara, May, 1996.

"The Customer Visit," with S. McIntyre. Paper presented at the Market-Focus conference sponsored by the Marketing Science Institute, Cambridge, MA, December 1991.

"Developing Coordinated Customer Visit Programs: Managing the Interface," with S. McIntyre. Paper presented to Marketing Science Institute Conference on Communicating with Industrial Buyers, Melbourne, Florida, March 1989.

"How to Read the Subtext of Advertisements; Suggestions from McLuhan and Barthes." American Marketing Association, Toronto, August 1987.

(b) Practitioner Audiences

"Customer Visits Twenty Years On: What Have We Learned?" Paper presented at the Voice of the Customer conference sponsored by the Product Development Management Association and the International Institute for Research, San Francisco, December 2004.

"State-of-the-Art Customer Visits." Paper presented at the Voice of the Customer conference sponsored by the Product Development Management Association and the International Institute for Research, San Francisco, March 1999.

"Customer Visits." Paper presented to the Strategic Leadership Conference sponsored by the Planning Forum, Atlanta, April 1996.

"Customer Visits." Paper presented to the Management Roundtable Conference on Product Definition, San Diego, September, 1995.

"Hearing the Voice of the Customer." Paper presented at the 7th Workshop of the International Association for Electronic Product Development, Minneapolis, MN, June 1992.

(8) Publications outside of marketing and consumer research

McQuarrie, E. F. (2009), "How Much Is that Basis Point Worth?" *Journal of Financial Planning*, August.

McQuarrie, E. F. (2009), "The Stock Market's Little Shop of Horrors—And You Thought the Aftermath of 1929 was Grim." *Journal of Investing*, Summer.

McQuarrie, E. F. (2008), "Fundamentally Indexed or Fundamentally Mis-Conceived? Locating the Source of RAFI Out-Performance." *Journal of Investing*, Winter

McQuarrie, E. F. (2008), "Thinking About a Roth 401(k)? Think Again," *Journal of Financial Planning*, July.

McQuarrie, E. F. (2007), "The S&P's Alpha," *Journal of Indexes*, September/October.

McQuarrie, E. F., "Why You Pay the AMT," *San Francisco Chronicle*. (4-6-07). [Topic: vulnerability of professionally employed Californians to the Alternative Minimum Tax]

McQuarrie, E. F., "Breaking Faith on Savings Is Very Easy," *Barron's*, (3-5-07). [Topic: what could go wrong with Roth tax-sheltered accounts]

McQuarrie, E. F., "Hybrid Tax Credit Bait and Switch," *San Francisco Chronicle*, (1-26-07). [Topic: why many purchasers of hybrid automobiles will not receive the expected tax credit]

McQuarrie, E. F., "Needed: A Better Alternative," *Barron's*. (11-28-06) [Topic: demonstration that the Alternative Minimum Tax mostly hits professionally employed dual income couples with children]

McQuarrie, E. F., "The Unkindest Tax Cut," *Barron's*. (9-4-06) [Topic: demonstration that the capital gains tax can be as high as 27%]

McQuarrie, E. F., "A Tutorial on Tuition," *Barron's*. (9-28-06) [Topic: explanation for why college tuition is expected to rise faster than the rate of inflation]

Academic Honors

External Awards

Best paper award, Journal of Advertising, Volume 34.

Dunn Award for Excellence in Advertising Scholarship, University of Illinois

Department of Advertising, 2004

Best paper award, Journal of Advertising, Volume 31.

Marketing Science Institute, Market-Driven Quality Competition, 1991. Won first prize in this national competition with a research proposal titled, "The Customer Visit: A Tool for Total Quality Management."

External Grants

Marketing Science Institute (with Shelby McIntyre), 1989. Study how customer visits can contribute to a marketing orientation.

Exxon Education Foundation, Science Technology and Society Program (with Kichi Iwamoto), under the auspices of a University Grant from Santa Clara University, 1986. Conduct survey of adult citizens and students about attitudes toward computer technology.

National Science Foundation, Sociology Program: Doctoral Dissertation Grant, 1984. Awarded funds to conduct a national survey of owners of home computers.

National Endowment for the Humanities: Youth Grant, 1979. Awarded nine-month stipend to study Greek tragedy and dream interpretation.

University Service

(1) Santa Clara University

Leavey School of Business AACSB accreditation effort (2005-2006). Prepared assessment-related portions of Leavey School self-study report

WASC accreditation effort (1997-99). Prepared Leavey School Self-Study Report as part of the WASC effort. Advised Don Dodson and Charles Erikson on the design of faculty and alumni surveys for the university's self-study. Contributed statistical re-analyses of existing data sets (Crane data, HERI Freshman and Senior Surveys) to the university effort.

Web Management Taskforce (1996-97). Affiliated with the Technology Steering Committee, this group helped set the parameters of the university's initial web site design effort.

Scholar, Applied Ethics Center (1992-95).

Human Subjects Committee (Chair, 1991-93; member, 1987-1991).

University Research Committee (1989-1991).

Faculty Survey (1989-90). Designed, conducted, analyzed and reported this survey (with Chuck Powers of the Teaching and Learning Committee)

(2) Leavey School of Business

Chair, MBA Policy Committee (Spring 95; member, 1993-95).

Chair, Taskforce on Instructional Evaluation and Development (1993-95). Redesigned the instrument used to evaluate the teaching of Leavey faculty, and organized discussion and vote on the new instrument.

Curriculum Revision Taskforce (1992). Member of taskforce that designed the MBA curriculum revision ultimately selected by the faculty from among competing proposals.

Undergraduate Curriculum Task Force (1989-1991).

Beta Gamma Sigma Honorary Society (President, 1992-2000; Secretary, 1986-1992).

Professional Service

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|--------------------------|--|
| 1999-2008 | Editorial Review Board of the <u>Journal of Consumer Research</u> |
| 1996-1999,
2005, 2007 | Member of the Program Committee for the annual Association for Consumer Research conference. |
| 1994-present | Ad hoc reviewer, <u>Journal of Advertising</u> , <u>Journal of Marketing</u> |
| 1993-1999 | Ad hoc reviewer, <u>Journal of Consumer Research</u> |

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