

NEIL THOMAS BENDLE

Assistant Professor of Marketing

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Academic Interests

Behavioral Marketing Strategy and Theory	Decision Making
Competition and Evolutionary Assumptions	Political Marketing
Marketing Metrics	

Author of Marketing Thought Blog, www.neilbendle.com

Clarifying management theory for students, academics and practitioners.

Education

Carlson School of Management, University of Minnesota

PhD, Marketing (Business Administration) 2010

Dissertation: *Out-Group Homogeneity Bias and Strategic Market Entry*

Darden Graduate School of Business Administration, University of Virginia

Masters of Business Administration 2004

Association of Chartered Certified Accountants, United Kingdom

Fellow of the Association, (Qualified Accountant) 2000

University of Liverpool, United Kingdom

Master of Arts in Hellenistic Studies 1994

University of Nottingham, United Kingdom

Bachelor of Arts, Ancient History and History 1991

Honors and Awards

Carlson School of Management Dissertation Fellowship (2009-2010)

Lieberman Award for Outstanding Teaching Performance (2009)

ISBM (Institute for the Study of Business Markets) Dissertation Fellowship (2008)

Carlson School of Management Excellence in Teaching Award (2008)

Haring Symposium Discussant (2008)

Henrickson Summer Fellowship (2008)

C. Stewart Sheppard Distinguished Service Award (2004, Darden)

Class of 1970 Everard Meade Fund for Creativity Scholarship (2003-2004, Darden)

Academic Publications and Research

Books

Marketing Metrics: The Definitive Guide to Measuring Marketing Performance

(2nd edition, originally Marketing Metrics: 50+ Metrics Every Executive Should Master)

[Paul W. Farris](#), [Neil T. Bendle](#), [Phillip E. Pfeifer](#), [David J. Reibstein](#)

Strategy & Business Best Marketing Book of 2006, Wharton School Publishing 2006. Forty thousand copies sold. Translated into Chinese, Bahasa Indonesian, Korean, German, Italian, and Portuguese with an Indian edition published in 2008. Updated European edition published in spring 2009. Second US edition published Feb 2010.

Behavioural Economics for Kids

Neil Bendle and Philip Chen.

A cartoon Book explaining decision research in simple terms, published by Fehr Advice

Book Chapters

Primary Elections and US Political Marketing

with Mihaela-Alina NastasoIU in *Political Marketing in the US*. Due to be published in 2014

Academic Articles

Reference Dependence in Political Primaries

Journal of Political Marketing

Forthcoming

Metrics that Matter – to Marketing Managers

With Paul Farris, Phillip Pfeifer, and David Reibstein

Marketing - Journal of Research and Management, pp. 18-23

March, 2010

Practitioner Articles

In Praise of Imperfection

The Deluxe Knowledge Quarterly

December 2010

Making Friends with Metrics

The Marketer, Journal of Chartered Institute of Marketing

November 2006

Presentations

Conferences

Competitor Orientation and The Evolution of Business Markets

Marketing Science, Istanbul, Turkey

July 2013

Southern Ontario Behavioural Decision Research Conference, Waterloo, ON

May 2013

Primary Elections and Political Marketing

Academy of Marketing Sciences, Monterey, California

May 2013

Targeting Theory for Marketers

Marketing Science Conference, Boston, Massachusetts

June 2012

Academy of Marketing Sciences, New Orleans, Louisiana

May 2012

Marketing Management Association, Chicago, Illinois

March 2012

Are Your Customers Crazy?

Marketing Science Conference, Houston, Texas

June 2011

Political Marketing & Irrationality: Behavioural Economics & Market Orientation

Political Studies Association, London, England

April 2011

Why Napoleon Was Wrong

July 2010

Society for the Advancement of Behavioral Economics Conference, San Diego, CA

Out-Group Homogeneity Bias and Strategic Market Entry Decisions

Marketing Science Conference, Ross School of Business, Ann Arbor, Michigan

June 2009

Paying the Price of Sustaining Cooperation: The Role of Social Identity and Punishment

AMA Winter Educators Conference, Tampa, Florida

February 2009

Reference Dependence When Tastes Differ

Marketing Science Conference, Sauder School, Vancouver, British Columbia

June 2008

AMA Summer Educators Conference, San Diego, California

August 2008

Association for Consumer Research, San Francisco, California

October 2008

Invited

University of Guelph, Marketing and Consumer Studies

December 2013

Research With Draft Papers

Competitor Orientation and The Evolution of Business Markets, with Mark Vandenbosch – Submitted for third round at *Marketing Science*

Rationality and the Republican Autopsy with June Cotte, Submitted to *Marketing Theory*

Out-Group Homogeneity Bias and Market Entry Inefficiency, with Andrew Perkins

Effect of Possession Type on Object Valuation: The Cases of Ownership, Renting and Borrowing, with Charan Bagga and June Cotte

Paying the Price of Sustaining Cooperation: The Role of Social Identity and Punishment, Ji Kyung Park, Neil Bendle and George John

Targeting Theory for Marketers with Alina Nastasoiu.

Balance Sheet Marketing

Blogs

Three Cognitive Traps That Stifle Global Innovation, Harvard Business Review Blog Network, 12th October 2013, With Simone Ahuja and Ranjan Banerjee

Cases (All published by the Ivey Business School)

Fox News: Competing To Deliver the News (2013) Leon Li and Neil Bendle

Electoral Gold and Silver: Obama Versus Romney 2012 (2013) Charan Bagga and Neil Bendle

The Republican Primary in 2012 (2013) Neil Bendle

Wind Mobile: Competing In The Canadian Telecom Industry (2012) Neil Bendle and Janice Wong

Paramount Pictures: The Transformers Dilemma & Warner Brothers: The Harry Potter Dilemma (2012) Matt Boswick and Neil Bendle

Pixar Versus Dreamworks: Animating Creative Strategies (2012) Krystyn Coombs, Justin Goldberg, and Neil Bendle

[Unhaggle: Putting Customers In The Driver's Seat](#) (2012) Sarah Chiu, Justin Leung and Neil Bendle

Nouveau Event Planning: The Wedding Extravaganza (2011) Neil Bendle and Rocky Campana

CardSwap: Converting Unwanted Gift Cards into Cash (2011) Neil Bendle and Michael Taylor

West Ham United Football Club's Olympic Stadium Move (2011) Matthew Thomson and Neil Bendle

Netflix in Canada: Entering the Fray (2011) Neil Bendle and Ken Mark

Technical Notes

Online Metrics: What Are You Measuring and Why? Raymond Pirouz, Neil Bendle, and Taneem Khan

Published by the *Ivey Business School*

Pricing Metrics and Concepts
[Pfeifer](#)

Neil Bendle, [Paul Farris](#) and [Phillip](#)

Sales Force Management and Measurement

Eric Larson and Neil Bendle supervised
by Paul Farris and Robert Spekman

Customer Profitability Phillip Pfeifer and Paul Farris with the assistance of Neil Bendle

Published by the *Darden Graduate School of Business Administration*

Teaching

Experience

Richard Ivey School of Business

Measurable Marketing HBA2 2013

Decision Making, PhD Seminar 2013

Marketing Models (Supervised PhD study with Mark Vandenbosch) 2012/3

Competition and Competitor Analysis, HBA2 2010, 2011, 2012, 2013

Marketing Core HBA1 2010, 2011

Carlson School of Management, University of Minnesota

Marketing Research 2010

Principles of Marketing 2008

Selected Work Experience

Infinitive LLC, Richmond, Virginia

Business Consultant (Marketing Strategy) 2004-2005

The Labour Party, London, United Kingdom

Director of Finance (from 2001, previously *Finance/Communications Manager*) 1996-2002

Responsible for accounting, direct mail fundraising, and election law compliance

Managed administration of national political party with a budget of £25m

KPMG, Manchester, United Kingdom

Internal and External Audit Assistant

1995-1996