

**CURRICULUM VITAE**  
**NOEL CAPON**  
**GRADUATE SCHOOL OF BUSINESS**  
**COLUMBIA UNIVERSITY NEW**  
**YORK, N.Y. 10027**

**November 2024**

**EDUCATION**

- Ph.D. 1975, Columbia University, Graduate School of Business, Marketing
- M.B.A. 1969, Harvard University, Graduate School of Business Administration, Management
- Dip.B.A. 1968, Manchester Business School, Great Britain, Management
- Ph.D. 1964, University College, London University, Chemistry
- A.R.I.C. 1962, Royal Institute of Chemistry, London, Great Britain
- B.Sc. 1960, University College, London University, Chemistry (1<sup>st</sup> Class Special Honors)

**PROFESSIONAL APPOINTMENTS**

- Honorary Dean, *Marketing and Innovation College (MIC) (China)* (in association with Tsinghua University [Beijing]), (2017-)
- Editorial Review Board, *Revista Romana de Marketing* (2016-)
- Senior Advisory Board (SAB) member, *Journal of Personal Selling and Sales Management* (2016-)
- Director, Strategic Account Management Association (SAMA) (2015-)
- Columbia University, Graduate School of Business, R.C. Kopf Professor of International Marketing (2003-), Professor (1988-), Associate Professor (1979-1988), with tenure (1986-88), Chair of Marketing Division (elected) (2000-2006), Member School Executive Committee (2000-2006), Chair School-wide Conduct Committee (2003-4), Member University Faculty Committee Columbia School for Children (2001-2004) Columbia University Academic Freedom Council (2024-), Founding Member
- Manchester Business School, Distinguished Visiting Professor -- courtesy appointment (2005- )
- Columbia University, School of International and Public Affairs, Faculty Member (1991-)
- China Europe International Business School (CEIBS), Shanghai, China, Visiting Professor (1999- 2001)
- Hong Kong University of Science and Technology, Visiting Professor (1994-1995)
- Institut European d'Administration des Affaires (INSEAD), Fontainebleau Cedex, France, Visiting Professor (1988)
- Harvard University, Graduate School of Business Administration, Visiting Lecturer, (1977-1979)
- University of California at Los Angeles, Graduate school of Management, Associate Professor (with tenure), (1977-1979), Assistant Professor, (1973-1977), Chair of Marketing Department (1974- 1977)
- Empire State College, Albany, New York, Assistant Professor (1972-1973)
- Long Island University, Brooklyn, New York, Lecturer (1970)
- Marketing Executive, ICI Fibres Ltd., Great Britain (1963-1967)

**AWARDS**

- Strategic Account Management Association (SAMA): Lifetime Contribution Award (2024)
- Strategic Account Management Association (SAMA): Lifetime Contribution Award, named Noel Capon Award (2024)

**TEACHING AWARDS**

- Jerome A. Chazen Award for Teaching Innovation in International Business (1996)
- GBA Award for Outstanding Teaching, Graduate School of Business, Colub(ia University (1984)
- George Robbins Award for Outstanding Teaching, Graduate School of Management UCLA (1975)

## **BOOKS IN PREPARATION**

2. Capon, N. (nom de plume Ida Spreadbury), *Abuse of Power*, 2024.
1. Capon, N., *The Virgin Marketer* (5<sup>th</sup> Edition), New York, NY: Wessex, 2024.

## **CURRENT RESEARCH INTERESTS**

Key/Strategic Account Management, Global Account Management, Sales Management, Strategy Planning, Managerial Decision Making in Marketing

## **VIDEO BOOKS**

1. Capon, N., *Capon's Marketing Video Book*, Bronxville, NY: Wessex, 2014.
2. Capon, N., *Managing Global Accounts*, Bronxville, NY: Wessex, 2014.
3. Capon, N., *Financial Analysis for Marketing Decisions*, Bronxville, NY: Wessex, 2014

## **BOOKS PUBLISHED FOR LATIN AMERICA**

### **SPANISH**

45. Capon, N., with various TEC de Monterrey faculty, *Marketing for Latin American Managers in the 21<sup>st</sup> Century*, Wessex, 2018.\*
44. Capon, N and Urcelay, N., with Hulbert, J., *La Administracion del Marketing en el Siglo 21: Desarrollando & Implementando La Estrategia de Mercado*, Bronxville, NY: Wessex, 2011.\*
43. Capon, N and Urcelay, N., with Yap, A., *La Administracion del Marketing en el Siglo 21: Gui'a Para Estudiantes*, Bronxville, NY: Wessex, 2011.\*
42. Capon, N and Urcelay, N., A. *La Estructura de Marketing por el Noel Capon*, Bronxville, NY: Wessex, 2011.\*
41. Capon, N and Urcelay, N., A. *La Estructura de Marketing por el Noel Capon: Gui'a Para Estudiantes*, Bronxville, NY: Wessex, 2011.\*
40. Capon, N. and Urcelay, N., *La Planificación de Marketing*, Bronxville, NY: Wessex, 2011\*.

### **PORTUGUESE**

39. Capon, N. and C.F. Rocca, *Marketing for Brazilian Decision Makers*, Sao Paulo, Brazil: St. Paul, 2018.

## **BOOKS PUBLISHED FOR CHINA (in Mandarin unless stated)**

38. Capon, N and Zheng, Y., *Marketing for Chinese Managers: Current and Future*, 3<sup>rd</sup> Ed., Beijing: Tsinghua University Press, 2024.
37. Capon, N. with Y. Zhen and Jian Zhang, *Key Account Management and Planning*, Beijing; Huazhan Press, 2023.
36. Capon, N, G.S. Tubridy, and Y. Zheng, *Sales Eats First*, Beijing: CITIC Press, 2018.
35. Capon, N, Burgers, W. and Zheng, Y., *Marketing for Chinese Managers: Current and Future*, Beijing: Peking University Press (English), China Youth Press, 2012.
34. Capon, N., *The Marketing Mavens: Five Marketing Imperatives for Securing and Retaining Your Best Customers*, Beijing: China Youth Press, 2009.
33. Hulbert, J. Capon, N. and Piercy, N., *Total Integrated Marketing*, Beijing: China Machine Press, 2005
32. Capon, N., Hulbert, J. and Burgers, W., *Marketing Management in the 21<sup>st</sup> Century*, Shanghai: Shanghai People's Publishing House, 2003.

## **BOOKS PUBLISHED IN RUSSIAN**

31. Capon, N. and Kolchinov V., with Hulbert, J., *Managing Marketing in the 21<sup>st</sup> Century*, St. Petersburg, Russia: Piter Press, 2010.

## **BOOKS PUBLISHED IN ENGLISH**

### **Spanish Latin America**

30. Capon, N., with various TEC de Monterrey faculty, *Marketing for Latin American Managers in the 21<sup>st</sup> Century*, Wessex, 2018.\*

### **India**

29. Capon, N. and S.S. Singh, *Marketing Essentials*, New Delhi: Wiley, 2017.

28. Capon, N. and S.S. Singh, *Managing Marketing: A Concise Approach*, New Delhi: Wiley, 2015.

27. Capon, N. and S.S. Singh, *Managing Marketing: An Applied Approach*, New Delhi: Wiley, 2014

26. Capon, N. and S.S. Singh, *The Marketing Toolkit*, New Delhi: Wiley, 2014

### **Middle East**

25. Capon, N. and O. Ramzy, *Marketing for Middle-Eastern Managers*, New York, NY: Wessex, 2016.

### **Europe**

24. Capon, N. and F. Go, *Creating Your Market plan*, Oxford: Routledge, 2016.

23. Capon, N. and F. Go, *Frameworks for Market Strategy*, Oxford: Routledge, 2016.

22. Capon, N. and Capon, R., *Capon's Marketing Framework – European version*, Bronxville, NY: Wessex, 2010.

### **Southeast Asia**

21. Capon, N. and Khan, S., *Capon's Marketing Principles*, Kuala Lumpur, Malaysia: S.J. Learning, 2014

20. Capon, N. and Capon, R., with Hulbert, J., *Managing Marketing in the 21<sup>st</sup> Century – (European version)*, Bronxville, NY: Wessex, 2009.

### **North America**

20. Capon, N., Maikish, *Customers Win, Suppliers Win: Lessons from one of IBM's Most Successful Account Managers*. New York, NY: Wessex, 2022.

19. Capon, N., Tubridy, G. and Mihoc, F. *The Front-Line Sales Manager: Field General*. New York, NY: Wessex, 2018.

18. Capon, N., *Capon's Marketing Essentials*, (2<sup>nd</sup> Edition), New York, NY: Wessex, in press, 2024.

17. Capon, N., *The Virgin Marketer* (5<sup>th</sup> Edition), New York, NY: Wessex, 2024.

16. Capon, N., *Capon's Marketing Framework* (5<sup>th</sup> Edition), New York, NY: Wessex, 2024.

15. Capon, N., *Managing Marketing in the 21<sup>st</sup> Century* (5<sup>th</sup> Edition), New York: Wessex, 2024

14. Capon, N. and G.S. Tubridy, *Sales Eats First*, Bronxville, NY: Wessex, 2011.

13. Capon, N., *Strategic Account Strategy*, Bronxville, NY: Wessex, 2011.

12. Capon, N. and D. Basarab, *Marketing Mastery: Your Key to Success*, Atlanta, GA.: P&D Learning, 2010

11. Capon, N., *The Marketing Mavens: Five Marketing Imperatives for Securing and Retaining Your Best Customers*, New York: Crown Business, 2007. Semi-Finalist, The 800-CEO-READ Business Book Awards.

10. Capon, N. and Yap, A., *Managing Marketing in the 21<sup>st</sup> Century: Student Study Guide*, Bronxville, NY: Wessex, 2008. Capon, N. and Yap, A., *Capon's Marketing Framework: Student Study Guide*: Bronxville, NY: Wessex, 2009.

9. Capon, N., Potter, D. and Schindler, F., *Managing Global Accounts*, Mason, OH: Thompson, 2006; 2<sup>nd</sup> edition, Bronxville, NY: Wessex, 2008.

8. Hulbert, J., Capon, N. and Piercy, N., *Total Integrated Marketing*, New York: The Free Press, 2003
7. Capon, N., *Key Account Management and Planning*, New York: The Free Press, 2001
6. Capon, N., and Hulbert, J., *Marketing Management for the 21<sup>st</sup> Century*, Upper Saddle River: Prentice Hall, 2001
5. Capon, N. and Vanhonacker, W., *The Asian Marketing Case Book and Instructors Manual*, Upper Saddle River: Prentice Hall, 1999
4. Capon, N., Farley, J.U., and Hoenig, S., *Toward an Integrative Explanation of Corporate Financial Performance*, Boston, MA: Kluwer Academic Publishers, 1996
3. Capon, N., *Planning the Development of Builders, Leaders and Managers for 21<sup>st</sup> Century Business: Curriculum Change at Columbia Business School*, Boston, MA: Kluwer Academic Publishers, 1996
2. Capon, N., *The Marketing of Financial Services: A Book of Cases and Instructors Manual*, Upper Saddle River: Prentice Hall, 1992
1. Capon, N., Farley, J.U., and Hulbert, J., *Corporate Strategic Planning*, Irvington, NY: Columbia University Press, 1988.

\*Straight translations

### **JOURNAL ARTICLES PUBLISHED**

58. Submitted to Journal of Marketing, 2024. Capon, N., "Reimagine Marketing: Beyond the 3Cs and 4Ps"
57. Capon, N. and Maikish, G., "The Acumen Sextet: An Evergreen Framework for Account Management and Customer Success." *Velocity*, 24 (2022), pp.56-60.
56. Capon, N., Heil, M. and Maikish, G., "Organizing to Address Global Customers," *The European Business Review*, September-October 2022, pp. 72-83.
55. Capon, N. and Christoph Senn, "When CEOs Make Sales Calls," *Harvard Business Review*, (March-April 2021), pp. 41-47.
54. Capon, N. "Revisiting *The Challenger Sale*: 'Breakthrough' Built on a Flimsy Foundation," *Velocity*, Strategic Account Management Association, 17 (3<sup>rd</sup> Quarter 2015), pp. 42-45.
53. Zheng, Y. and Capon, N., "What is a Company's Most Important Core Competency?" *Tsinghua Business Review*, 2 (2013), pp. 14-17. (Lead Article) (In Chinese)
52. Capon, N. and Senn, C., "Transformations in Customer Management," *Peking Business Review*, 103(March 2013), pp. 78-88. (In Chinese)
51. Capon, N. and Senn, C., "Global Customer Management Programs: How to Make Them Really Work," *California Management Review*, 52 (Winter 2010), pp. 32-55.
50. Capon, N. and Kuhn, D. "What's So Good About Problem-Based Learning," *Cognition and Instruction*, 22 (2004), 61-79.
49. Mathias, P.F. and Capon, N., "Is Your Business Strategy Shaping Your Strategic Account Program," *Velocity*, Strategic Account Management Association, 6 (1<sup>st</sup> Quarter 2004), 58-62
48. Mathias, P.F. and Capon, N., "Managing Strategic Customer Relationships as Assets: Developing Customer Relationship Capital," *Velocity*, Strategic Account Management Association, 5 (1<sup>st</sup> Quarter 2003), 45-49.
47. Capon, N., Berthon, P., Hulbert, J. and Pitt, L. "Brand Custodianship: A New Primer for Senior Managers," *European Management Journal*, 19 (June 2001), 213-227. (Published as lead article).
46. Capon, N., Fitzsimons, G. and Prince, R., "An Individual Level Analysis of the Mutual Fund Investment Decision," *Journal of Financial Services Research*, 10 (1996), 59-82; Three Star Quality Rating from Anbar Electronic Intelligence.
45. Lei, D., Capon, N., Farley, J.U. and Hulbert, J., "Corporate Diversification, Strategic Planning and Performance in Large Multiproduct Firms," *Journal of Strategic Marketing*, 2 (1994), 85-111.
44. Capon, N. and Palij, P., "Strategic Forecasting and Marketing Strategy," *International Journal of Forecasting*, 10 (1994), 339-352.

43. Capon, N., Fitzsimons, G. and Weingartner, R., "Affluent Investors and the Mutual Fund Purchase Decision," *International Journal of Bank Marketing*, (1994), 17-25.
42. Capon, N., Farley, J.U. and Hulbert, J., "Strategic Planning and Financial Performance More Evidence," *Journal of Management Studies*, 31 (January 1994), 105-110.
41. Capon, N., Farley, J.U., Lehmann, D.R. and Hulbert, J., "Profiles of Product Innovators Among Large U.S. Manufacturers," *Management Science*, 38 (February 1992), 157-169. (Published as lead article)
40. Capon, N., Farley, J.U., Hulbert, J. and Lei, D., "In Search of Excellence Ten Years Later: Strategy and Organization Do Matter," *Management Decision*, 29 (4) (1991), 12-21.
39. Capon, N., Farley, J.U. and Hoening, S., "Determinants of Financial Performance: A Meta-Analysis," *Management Science: Special Issue on Strategy*, 36 (October 1990), 1143-1159. (Published as lead article)
38. Capon, N. and Cooper-Martin, E., "Public and Non-Profit Marketing: A Review and Directions for Future Research," *Review of Marketing* (1988-1989), Valarie Zeithaml (ed.) (1990), 481-536.
37. Capon, N. and Steckel, J.H., "Investing in the Stock Market: Statistical Pooling of Individual Preference Judgments," *Annals of Operations Research*, 23 (1990), 181-200.
36. Capon, N., Farley, J.U., Hulbert, J. and Martin, L.E., "Corporate Diversity and Economic Performance: The Impact of Market Specialization," *Strategic Management Journal*, 9 (January/February 1988), 61-74.
35. Capon, N., Kuhn, D. and Carretero, M., "Shopping Styles and Skills: Everyday Cognition in a 'Noncognitive Task'," *Laboratory of Comparative Human Cognition*, 9 (October 1987), 102-114.
34. Capon, N. and Prince R., "Relationship Banking," *Lending for the Commercial Banker*, 1 (Summer 1987), 47-57.
33. Capon, N. and Glazer, R., "Marketing and Technology: A Strategic Co-Alignment," *Journal of Marketing*, 51 (July 1987), 1-14. Previously circulated as Marketing Science Institute working paper, (1986).
32. Capon, N., Christodolou, C., Farley, J.U. and Hulbert, J., "A Comparative Analysis of the Strategy and Structure of United States and Australian Corporations: An Evolutionary Perspective," *Journal of International Business Studies*, 18 (Spring 1987), 51-74.
31. Capon, N. and Hulbert, J., "The Integration of Forecasting and Strategic Planning," *International Journal of Forecasting*, 1 (Fall 1985), 123-133.
30. Capon, N. and Davis, R., "Basic Cognitive Ability Measures as Predictors of Consumer Information Processing Strategies," *Journal of Consumer Research*, 11 (June 1984), 551-563.
29. Capon, N., Christodolou, C., Farley, J.U. and Hulbert, J., "A Comparison of Corporate Planning Practice in American and Australian Manufacturing Companies," *Journal of International Business Studies*, 15 (Fall 1984), 41-54.
28. Capon, N. and Lutz, R.J., "The Marketing of Consumer Information," *Journal of Marketing*, 47 (Summer 1983), 108-112.
27. Capon, N. and Mauser, G., "Non-Profit Marketing: Reviews and Commentary," *Journal of Marketing*, 46 (Summer 1982), 125-129.
26. Capon, N., "Institutional Change in Delivery of Dental Services: A Marketing Perspective," *American Journal of Public Health*, 72 (July 1982), 679-683. Reprinted in The Dunning Memorial Symposium, American Public Health Symposium: Washington, D.C., 1982.
25. Capon, N. and Kuhn, D., "Can Consumers Calculate Best Buys?" *Journal of Consumer Research*, 8 (March 1982), 449-453.

24. Capon, N., "Credit Scoring Systems: A Critical Analysis," *Journal of Marketing*, 46 (Spring 1982), 82-91.
23. Capon, N., Kuhn, D. and Gurucharri, M., "Consumer Information Processing Strategies in Middle and Late Adulthood," *Journal of Applied Developmental Psychology*, 2 (Spring 1981), 1-12.
22. Capon, N., "Marketing Strategy Differences Between State and Privately Owned Corporations: An Exploratory Analysis," *Journal of Marketing*, 45 (Spring 1981), 11-18.
21. Capon, N. and Kuhn, D., "A Developmental Study of Consumer Information Processing Strategies," *Journal of Consumer Research*, 7 (December 1980), 225-233.
20. Capon, N. and Burke, M., "Individual Product Class and Task-Related Factors in Consumer Information Processing," *Journal of Consumer Research*, 7 (December 1980), 314-326.
19. Capon, N., Hulbert, J., and Farley, J.U., "International Diffusion of Corporate and Strategic Planning Practices," *Columbia Journal of World Business*, 15 (Fall 1980), 5-13.
18. Capon, N. and Kuhn, D., "Logical Reasoning in the Supermarket: Adult Females' Use of a Proportional Reasoning Strategy in an Everyday Context," *Developmental Psychology*, 15 (July 1979), 450-452.
17. Capon, N. and Lutz, R.J., "A Model and Methodology for the Development of Consumer Information Programs," *Journal of Marketing*, 43 (January 1979), 58-67.
16. Capon, N., "Rebuttal to Response to 'Discrimination in Screening of Credit Applicants'," *Harvard Business Review*, 56 (September-October 1978), 184-186.
15. Capon, N., "Discrimination in Screening of Credit Applicants," *Harvard Business Review*, 56 (May- June 1978), 8, 12, 172. Reprinted in Congressional Record, 96<sup>th</sup> Congress, First Session, 125 (February 9, 1979), S1479. (Syndicated by the Associated Press and reprinted in numerous newspapers nation-wide).
14. Capon, N. and Farley, J.U., "The Impact of Message on Direct Mail Response," *Journal of Advertising Research*, 16 (October 1976), 69-75.
13. Bettman, J.R., Capon, N. and Lutz, R.J., "Information Processing in Attitude Formation and Change," *Communication Research*, 2 (Fall 1975), 267-278.
12. Capon, N. and Hulbert, J., "Decision Systems Analysis in Industrial Marketing," *Industrial Marketing Management*, 4 (Summer 1975), 143-160.
11. Bettman, J.R., Capon, N. and Lutz, R.J., "Cognitive Algebra in Multi-attribute Attitude Models," *Journal of Marketing Research*, 12 (May 1975), 151-164.
10. Capon, N., "Persuasive Effects of Sales Messages Developed from Interaction Process Analysis," *Journal of Applied Psychology*, 60 (April 1975), 238-244.
9. Bettman, J.R., Capon, N. and Lutz, R.J., "Multi-attribute Measurement Models and Multi-attribute Attitude Theory: A Test of Construct Validity," *Journal of Consumer Research*, 1 (March 1975), 1-15. (Published as lead article with commentaries).
8. Capon, N., Farley, J.U. and Hulbert, J., "Pricing and Forecasting in an Oligopoly Firm," *Journal of Management Studies*, 12 (1975), 133-156.
7. Capon, N. and Hulbert J., "The Sleeper Effect: An Awakening," *Public Opinion Quarterly*, 37 (Fall 1973), 333-358.
6. Capon, N., Holbrook, M.B. and Hulbert, J., "Industrial Purchasing Behavior: Some Final Comments," *Journal of Business Administration*, 4 (Fall 1972), 83.
5. Capon, N., Holbrook, M.B. and Hulbert, J., "Industrial Purchasing Behavior: A Reappraisal," *Journal of Business Administration*, 4 (Fall 1972), 69-77.
4. Hulbert, J. and Capon, N., "Interpersonal Communication in Marketing: An Overview," *Journal of Marketing Research*, 9 (February 1972), 27-34. Reprinted in *Readings in Interpersonal and*

- Organizational Communication*, Huseman, R.C., Logue, C.M. and Freshly, D. (eds.), Boston:Holbrook, 1973, 40-65. Partially reprinted in *Consumer Behavior: A life Style Approach*, Berkman, H.W. and Gilson, C.C., Encino, Cal.: Dickenson, (1978), 386-397.
3. Capon, N. and Lawrence, J.K., "How Practical is the Electric Car?" *New Scientist*, 40 (November 12,1968), 426-428.
  2. Capon, N., Ross, R.A., and MacColl, A., "Mechanism of the Pyrolysis of 3-Bromopentane," *Transactions of the Faraday Society*, 62 (May 1967), 1152-1154.
  1. Capon, N. and Ross, R.A., "Mixed Ethyl Bromide and Ethyl Chloride Pyrolyses, *Transactions of the Faraday Society*, 62 (June 1966), 1560-1564.

## WORKING PAPERS

1. Capon, N. and Senn, C. "Customer Centricity: Top Management"

## CHAPTERS IN BOOKS

17. Capon, N. and Senn, C., "Customer-Centricity: Top-Management–Customer Interaction Roles," *Strategy and Communication for Innovation*, Nicole Pfeffermann and Julie Gould (Eds), Springer, 2017.
16. Capon, N. and Mihoc, F., "Making the Case for Managing Strategic Accounts," in D. Woodburn and K. Wilson (eds.), *Handbook of Strategic Account Management*, Hoboken, NJ: Wiley, 2014.
15. Capon N., "Marketing: The Anchor for Sales," Chapter 21 in *Oxford Handbook of Strategic Sales and Sales Management*, David W. Cravens, Kenneth Le Meunier-FitzHugh, and Nigel F. Piercy (Eds.) in Oxford University Press: Oxford, 2010.
14. Capon, N., "Global Account Management," in *The Handbook of Technology Management*, Vol. 2, Hossein Bidgoli (Ed.), Hoboken, NJ: Wiley, 2010, 735-744.
13. Capon, N. and Kagan, J., "The Future of Advertising on the Internet," in *The Online Advertising Playbook: Tested Tactics and Proven Strategies from the Advertising Research Foundation*, Joe Plummer, Steve Rappaport, Taddy Hall, Robert Barocci, eds., Hoboken, NJ: Wiley, 2007.
12. Capon, N., "Introduction to Marketing," in Capon, N. (Ed.), Section 7, *Marketing*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 2-3--2-4.
11. Capon, N., "Introduction to Sales Management and Distribution," in Capon, N. (Ed.), Section 8, *Sales Management and Distribution*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 3-3--3-4.
10. Capon, N., "The Product Life Cycle," in Capon, N. (Ed.), Section 7, *Marketing*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 2-18--2-25.
9. Capon, N., "The Tasks of Marketing Management," in Capon, N. (Ed.), Section 7, *Marketing*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 2-12--2-18.
8. Capon, N., "The Tasks of Sales Management," in Capon, N. (Ed.), Section 8, *Sales Management and Distribution*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 3-5--3-10.
7. Capon, N., Kuhn, D. and Carretero, M., "Consumer Reasoning," in *Everyday Problem Solving*, Sinnott, J.D. (ed.), Boston: MA, Praeger, (1989), 153-174.
6. Capon, N. and Hulbert, J., "Forecasting and Strategic Planning," in *Handbook of Forecasting*, Makridakis, S. and Wheelwright, S.C. (eds.), New York: Wiley, (1987), 74-86.
5. Capon, N. and Swasy, J., "Testing a Model of Personal Selling by Industrial Salesmen's Perceptions of Compliance Gaining Techniques: Structural Analysis and Situation Effects," in *Buyer-Seller*

*Interactions: Empirical Research and Normative Issues*, Reingen, P.H. and Woodside, A.G. (eds.), Chicago: American Marketing Association, (1982), 161-189.

4. Capon, N. and Scammon, D., "Advertising Agency Decisions: An Analytic Treatment," in *Current Issues and Research in Advertising*, Leigh, J.M. and Martin, C.R., Jr. (eds.), Ann Arbor: University of Michigan Press, (1979), 35-52.
3. Capon, N., "The Development of Markets and Marketing in the Pacific Basin," in *International Business in the Pacific Basin*, Mason, R.H. (ed.), Lexington, Mass.: D.C.Heath, (1978), 167-196.
2. Capon, N., Holbrook, M.B. and Hulbert, J., "Selling Processes and Buyer Behavior: Theoretical Implications of Recent Research," in *Foundations of Consumer and Industrial Buying Behavior*, Woodside, A.G., Bennett, P.D. and Sheth, J.N. (eds.), New York: North-Holland, (1977), 323-332.
1. Capon, N. and Lutz, R.J., "Consumer Information and the Black Consumer: An Exploratory Study," in *Issues in Black Economic Development*, Bobo, B.F. and Osborne, A.E. Jr. (eds.), Lexington, Mass: D.C. Heath, (1976), 125-166.

### CONFERENCE PROCEEDINGS

12. Turing Speaker Series, Emory University, January 2024.
11. Managing Marketing in the 21<sup>st</sup> Century, Manilla, The Philippines. May 2023.
10. *Managing Global Accounts*, SAMA Annual Conference, Orland, FL., May 2019.
9. *The Front-line Sales Manager*, Advances in Selling and Sales Management (Paris, France, 2017), and The Chief Sales Executive Forum, California, 2017.
8. Capon, N., "Towards a Theory of the Personal Selling Process," in *Sales Management: New Developments from Behavioral and Decision Model Research*, Bagozzi, R., (ed.), Cambridge, Mass.: Marketing Science Institute, (1979), 243-262.
7. Capon, N. and Swasy, J., "An Exploratory Study of Compliance Gaining Techniques in Buyer Behavior," in *Contemporary Marketing Thought*, Greenberg, B.A. and Bellenger, D.W., (eds.), Chicago: American Marketing Association, 41 (1977), 252-257.
6. Capon, N. and Spogli, J., "Strategic Marketing Planning: A Comparison and Critical Examination of Two Contemporary Approaches," in *Contemporary Marketing Thought*, Greenberg, B.A. and Bellenger, D.W., (eds.), Chicago: American Marketing Association, 41 (1977), 219-223.
5. Capon, N. and Burke, M., "Information Seeking Behavior in Consumer Durable Purchase," in *Contemporary Marketing Thought*, Greenberg, B.A. and Bellenger, D.W., (eds.), Chicago: American Marketing Association, 41 (1977), 110-115.
4. Bettman, J.R., Capon, N. and Lutz, R.J., "A Multi-Method Approach to Validating Multi-attribute Attitude Models," in *Advances in Consumer Research*, Plummer, J., and Schlinger, M.J., (eds.), Chicago: Association for Consumer Research, 2 (1975), 351-374.
3. Capon, N. and Hulbert, J., "International Communication and Persuasion Processes: An Overview," in *Advances in Consumer Research*, Anderson, B.B., (ed.), Cincinnati: Association for Consumer Research, 3 (1975), 405-406.
2. Bluestein, A., Capon, N., Farley, J.U. and Howard, J.A., "The Structure of Attitude: An Empirical Investigation," in *Increasing Marketing Productivity*, Greer, T.V., (ed.), Chicago: American Marketing Association, 35 (1973), 231-235.
1. Capon, N. and Hulbert, J., "Decision Systems in Industrial Marketing: An Empirical Approach," *Proceedings of the American Institute for Decision Sciences*, 4 (November 1972), 112-117.

### EDITORIALS

3. Capon, N., "Giving Consumer of Credit Needed Tools," *The New York Times*, 132 (July 25, 1983), A13.



2. Capon, N., "Sorry, No Credit," *The New York Times*, 128 (February 21, 1979), A19, reprinted in Congressional Record, 96<sup>th</sup> Congress, First Session, 125 (March 1, 1979), S1988-1989.
1. Capon, N., "Credit Ratings and Rights," *The Washington Post*, 101 (December 17, 1977), A9, reprinted in Congressional Record, 96<sup>th</sup> Congress, First Session, 125 (February 9, 1979), S1478- 1479.

### **BOOK REVIEWS**

3. Capon, N., "The Trust Factor by Jordan Lewis," *Manageris synthese*, (2001).
2. Capon, N., "The Rise and Fall of Strategic Planning," by Henry Mintzberg, *Academy of Management Review*, (1996).
1. Capon, N., "The Changing Universe of Retail Credit, Volume 11," *Journal of Retailing*, 59 (Summer1983), 101-103.

### **OTHER PUBLISHED WORK**

8. Browne, P.C., Capon, N., Harris, T.S., Mantel, H.N., Newland, C.A., Walsh, A.H., "The Ratemaking Process for the United States Postal Service," *Institute of Public Administration*, (1991).
7. Capon, N. and Cooper-Martin, E., "Bibliography for Public and Non-Profit Marketing," *Avis Working Paper Series*, Columbia University, (1989).
6. Capon, N., "Comments to the Federal Reserve Board on Proposed Interpretations of Regulation B, Equal Credit Opportunity Act," (1980, 1982).
5. Capon, N., "Credit Scoring Systems," in *Credit Card Redlining, Hearings before the Subcommittee on Consumer Affairs of the Committee on Banking, Housing and Urban Affairs, United States Senate, 96<sup>th</sup> Congress, First Session on S.15, June 4 and 5, 1979*, Washington: U.S. Government Printing Office, (1979), oral testimony, 95-99; written Testimony, 100-182; supplementary testimony, 233.
4. Capon, N., "Comments to the Federal Reserve Board on Proposals to Amend Regulation B, Equal Credit Opportunity Act," (1979).
3. Capon, N., "Management Scientist Responds," *The Harbus News*, 42 (January 22, 1979), 3.
2. Capon, N., "Comments to the Federal Trade Commission on the Consent Agreement with Aldens, Inc.," (1978).
1. Bettman, J.R., Capon, N., Lutz, R.J., Belch, G.E. and Burke, M., Affirmative Disclosure in Home Purchasing," *Occasional Paper No. 14 Housing, Real Estate and Urban Land Studies Program*, Graduate School of Management, University of California, Los Angeles, (1978).

### **COLUMBIA BUSINESS SCHOOL BLOGS**

1. Capon's Top 3 Marketers of 2007
2. The C4I: Capon's Customer Centric CEO Index
3. The Man behind the Case
4. How to win friends and influence people
5. Tackling the textbook Giants (written by Brian Belardi)
6. Marketing Rules on the Campaign Trail
7. Manchester United: America's Team
8. Sales Eats First
9. My week in China

### **COLUMBIA BUSINESS SCHOOL IDEAS FOR ACTION**

1. Global-to-Global Marketing
2. Global Customers Seek Global Firms

#### **POETRY**

1. Capon, N., "Life and Death: An Odyssey," *The Villager*, 74 (January 2002), 6-9. First Prize: Columbia Business School, *The Bottom Line*, 2001  
Second Prize: Bronxville Poetry Society, Bronxville, New York, 2001

#### **DISSERTATIONS**

2. Capon, N., "An Experimental Evaluation of Alternative Message Variables in Personal Selling and Direct Mail Advertising," unpublished doctoral dissertation, Columbia University, (1975).
1. Capon, N., "Mechanisms in the Pyrolysis of Alkyl Halides," unpublished doctoral dissertation, London University, (1964).

#### **BUSINESS SCHOOL COURSES**

Strategic Sales Management; Key, Strategic, Global Account Management; Advanced Market Strategy: Development and Execution; Market Strategy; Strategic Marketing Planning; Developing and Managing Strategic Customers; Strategic Issues in the Marketing of Financial Services; Industrial Marketing; Sales Force Management; Market Planning; Product Management; International Marketing; Public and Nonprofit Marketing; Services Marketing

#### **EXECUTIVE SEMINARS: COLUMBIA UNIVERSITY**

Abraham Shuchman Memorial Seminar; Columbia Senior Executive Program (CSEP), Marketing Management (Associate Director); Sales Management (Founder, Director); Market Analysis and Competitive Action (Director); Competitive Marketing Strategy (Founder a Director); Management of Financial Services (Director); Key Account Management Program (Founder, Director); Bahrain Institute of Banking and Finance (Founder, Director); NYPD, Police Management Institute (Founder, Director); American Association of Equipment Lessors; Operations Management; Executive Program in Business Administration; Institute for Not-for-Profit Marketing; Public Health Management; Commercial Bank Management; Marketing Research; Soviet Union Study Teams (Various, including Heavy Industry; Transportation Systems; Oil and Chemical Industry); Senior Executive Program in Marketing, joint venture with China European International Business School (CEIBS) (Founder, Director); Global Account Manager Certification Program, joint venture with St. Gallen University, Switzerland (Founder, Director); China Future Leaders Program; China Student Study Program. Columbia Business School -- Managing Global Customers (2019, 2022-)

#### **OUTSIDE ACTIVITIES**

Keynote address – *The Frontline Sales Manager*

2019 South African Retail and Wholesale Group, National Government – *Planning for the Future*

#### **CONSULTANT, CORPORATE EDUCATION**

A.T.&T., Aetna, American Cyanamid, A.R.A. Services, L'Air Liquide, Bankers Trust, Bell Laboratories, Bell Canada, Bell Communications Research, Bristol Myers Squibb, Budget Rent-A-

Car, Ceverceria Cuahtemoc (Mexico), Chase Manhattan Bank, Chemical Bank, Ciba-Geigy, Clinuvel (Australia), Cluett Peabody, Corning, Equifax, Equitable Life Assurance Society of the United States, Essilor of America, Digital Equipment, EDC, FMC (Asia); General Electric, General Foods, General Electric, GE Capital, Goodyear, G.T.E., Hoescht-Celanese, Home Equity, I.B.M., International Paper, Inspiron, Johnson and Johnson(J&J), McDonalds, McGraw Hill, McKinsey, Merck, Merrill Lynch,MSA, Nationwide, NYPD, Newsweek, Novartis, Pacific Stereo, PaineWebber, Pharmaseal, Philips Industries (G.B.), Pfizer, Reader's Digest, Satellite Business Systems, S.C.M., Schering Plough, Seagrams (Europe), Singer, Sony, Sperry, Sunstar (Japan), Supervalu, T.E.A.C., Tyco, Urwick Orr (G.B.), Viacom, Westinghouse, Julius Wile, Wipro, Carl Zeiss.

2011: Monsanto -- Provided expertise on managing global customers2011:

Elanco -- Provided expertise on managing global customers 2011: Imerys -

- Provided expertise on managing global customers

2012: SAPA Group -- Provided expertise on managing global customers2013:

Danfoss – Provided expertise on managing global customers 2014: Ingredion -

- Provided expertise on executive sponsorship

2017: Voya Financial, Rio Tinto, FedEx – Provided expertise on Managing global accounts

## **DIRECTORSHIPS**

Argentine Institute of Management (Distinguished Academic Advisor) (1991-)Trudy

Corporation, Norwalk, Ct. (Public Company) (Director) (1990-1991) Belle Mead

Beverage Co., Belle Mead, NJ. (Director) (1992 -1995)

Adizes Graduate School, Los Angeles, CA. (Advisory Board Member) (1994-)

International Technical Assistance Program for Transforming Economies (ITAP), ColumbiaUniversity

(Academic Director) (1994-)

LunaCap Ventures, non-executive chair (2015-)

ComplyFirst, non-executive chair (2015-2019)

Marketing Experience Studio, non-executive chair (2019-)

Clinuvel (listed) Advisor to CEO (2008-)

## **FINANCIAL INTEREST/OWNERSHIP**

1990 – 2024:15 percent owner, North Captiva Island Club

2007 – 2015: Founder, sole owner Wessex Press, dedicated to addressing the high cost of higher education by offering world-class, low-price textbooks. See [www.wessexlearning.com](http://www.wessexlearning.com).

2015 – to date: 30 percent owner, Non-executive chair, Wessex Press2017

– 2020: 25 percent owner, non-executive chair, ComplyFirst

2010 – to date. Occasional advisor to CEO Clinuvel

2015 – to date, One third owner , Sales Management Simulation (SMS)

## **DIRECTORSHIPS**

2015 – to date: Chair of the Board, Wessex Press, New York, NY

2015 – to date: Chair of the Board and Limited Partner, LunaCap Ventures, New York, NY2017 –

2020: Chair of the Board, ComplyFirst, New Jersey

1990 – 2020: Director, North Captiva Island Club (NCIC)

## **REVIEWER**

Marketing Science Institute, Columbia Journal of World Business, International Journal of Forecasting, International Journal of Research in Marketing, Journal of Business, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Economics and Business, American Marketing Association (Doctoral Research Grants Award, Educators Conference, Services Marketing Conference), Marketing Science Institute, Wiley, Dickenson, Wadsworth

## **EXPERT WITNESS**

United States Congress, Hearings on Senate Bill, S15, 96th Congress, First Session, in the Consumer Affairs Subcommittee of the Committee on Banking, Housing and Urban Affairs, United States Senate; First National Bank of Boston; Purdue Frederick, Sprint

## **TEACHING NOTES**

4. Price Setting in Industrial Goods Companies, ICH 9-578-139, (1978)
3. A Comparison and Critical Analysis of the PIMS and BCG Approaches to Strategic Marketing Planning, ICH 9-578-148, (1978)
2. The Product Life Cycle, ICH 9-579-072, (1978), reprinted in, *Marketing Management: Strategy, Planning and Implementation*, Vol. 2, Shapiro, B.R., Dolan, R.J., Quelch, J.A., Homewood, Ill: Irwin, (1985).
1. Strategic Level Decision Making in Oligopoly, ICH 9-579-223, (1978)

## **CASE STUDIES**

### **Columbia CaseWorks**

Building the Bloomberg Brand for Human Resources: Enhancing the Engineering Internship Program  
Bowen Industries (A B,C,D, E)  
Children's Press  
Flat World Knowledge  
Hausser Food Products Company  
Hausser Food Products Company (Spanish)  
ICI Fibres Ltd.  
Key Account Management at Siemens: The Executive Relationship Program  
Managing Marketing in the 21st Century  
Newlines Airways (A,B,C)  
Ryanair  
Sonic CD: Future Growth Strategy  
The Arden Company  
The Arden Company (Spanish)  
The Case Method in Marketing Management  
The Mass Transit Railway in Hong Kong  
Vinataxi

## **Social Enterprise Marketing**

New York City Police Department (A) (1993)  
New York City Police Department (B) (1993)Port  
Morris: In-Place Industrial Park (1987)  
New York City: Department of Sanitation (1987)  
Harold Clurman Theater (1984)  
Child Safety Seats in New York City (1983)  
Department of Cultural Affairs: 2 Columbus Circle (1983)The  
Cathedral of St. John the Divine (A), (B), (1981) John  
LeBoutillier for Congress (A), (B), (C), (D), (1981)

### **Marketing (general)**

Bloomberg: Brand Building for Human Resources  
Precision Technologies (2017)  
Energy World, Inc.  
Software Consulting, Inc.  
Contact, Inc.  
Jack Adams  
Production, Inc  
Newlines Airways  
Madison Industries  
Merck (A) and (B)  
Citibikes  
Sotheby's Auction House  
Managing Marketing in the 21<sup>st</sup> Century  
Bowen Industries A, D, C, D, E  
Flat World Knowledge  
Hausser Food Products Company  
Newlines Airways A and B  
Transforming Procurement at Merck: beyond Purchase Management A and BEnron  
Inc. (A), (B), (C) (2000)  
ICI Fibres Ltd. (1992)  
Eurotool (A), (B), (C), (D), (E) (1990)  
Riverside Division (1990)  
Bowen Corporation (A), (B), (C), (D), (E) (1990)  
RPM Fashions Inc. (1988)  
Amicon Corporation (A), ICH 9-574-093, reprinted in, Problems in Marketing, Corey, E.R., Lovelock,  
C.H., and Ward, S., New York: McGraw-Hill, (1981)  
Amicon Corporation (B), ICH 9-574-094 (1981)  
Amicon Corporation (C), ICH 9-574-095 (1981)  
Amicon Corporation (D), ICH 9-574-096 (1981)

Norton Company, ICH 9-581-046 (1979)  
John Andrews (A), (B), (C) (1979)

**INVITED ADDRESSES AND UNPUBLISHED PROCEEDINGS (partial list)**

26. "Twenty-First Century Marketing," Annual Marketing Conference, Instituto de Tecnológico de Santo Domingo (INTEC) -- Santo Domingo, Dominican Republic -- Spring 2009
25. "Twenty-First Century Marketing," Annual Marketing Conference, Tecnológico de Monterrey(TEC), Mexico (2,000 attendees), **in Spanish** – Fall 2009
24. "Global Account Management," University of St. Gallen, St. Gallen, Switzerland, (2001 -- 2005)
23. "Key Account Management," to Analytical and Life Science Systems Association (ALSSA), Chicago, (July 23, 2001)
22. "Forecasting in the MARKSTRAT environment," (co-author Peter Palij), ORSA-TIMS Conference, Anaheim, (August, 1991)
21. "Packaging and the Environment," Issues Forum, Stone Container Corporation, Newark, NJ, (October 7, 1991)
20. "Product Innovation in Large U.S. Manufacturing Firms" (with John U. Farley, Donald Lehmann and James M. Hulbert) to the Columbia/Wharton Business Schools' Joint Marketing Colloquium, Wharton School, (March 1, 1991)
19. "Independent to Contingent: A Continuum of Organizational Characteristics and Subsystems," (with John U. Farley and Scott Hoenig) at ORSA/TIMS Joint National Meeting, New York City, (October 18, 1989)
18. "Determinants of Business, Firm and Industry Financial Performance: A Meta-Analysis," (with John U. Farley and Scott Hoenig) at Management Science conference on "State of the Art in Theory and Method in Strategy Research," The Wharton School, Philadelphia, PA., (May 25 & 26, 1989) (competitive review)
17. "A New Approach for Assessing Contingency Relationships," (with John U. Farley and Donald R. Lehmann) at Management Science conference on "State of the Art in Theory and Method in Strategy Research," The Wharton School, Philadelphia, PA., (May 25 & 26, 1989) (competitive review)
16. "How to Develop a Winning Marketing Strategy," Centro Studi d'Impresa, Valmadrera, Italy, (May 6 & 7, 1988)
15. "Planning and Strategy for International Success," Ekspordagene '87, Handelsakademiet, Oslo, Norway, (October 13, 1987)
14. "Strategic Planning," (with John U. Farley and James M. Hulbert) at *Marketing Strategy*, Marketing Science Institute Conference, (December 16, 1986)
13. "The Marketing of Technology," (with Rashi Glazer) at *Marketing Strategy*, Marketing Science Institute Conference, (December 16, 1986)
12. *Corporate Strategic Planning and Firm Financial Performance*, (with John U. Farley and James M. Hulbert) at "Strategic Alliances: New Competitive Muscle," Business Week Ninth Annual Strategic Planning Conference, (October 7, 1986)
11. "An Empirical Test of *In Search of Excellence*," (with John U. Farley, James M. Hulbert and David Lei) to the Columbia/Wharton Business Schools' Joint Marketing Colloquium, Wharton School, (January 24, 1986)
10. "The Importance of a Mix of Life Cycle Positions in the Firm's Portfolio," (with John U. Farley and James M. Hulbert) to Conference on Life Cycles, Marketing Science Institute, Cambridge, Mass., (December 12, 1985)

9. "Changing Views of Children's Consumer Information Processing," Discussant at Association of Consumer Research Annual Conference, Las Vegas, (October 20, 1985)
8. "Corporate Diversity and Economic Performance: The Impact of Market Specialization," (with E. Martin) to the New York, Columbia, Yale Universities Joint Marketing Colloquium, New York City, (May 10, 1985)
7. "Marketing Financial Services: Principles and Strategy Development" to Conferences on Marketing Financial Services, organized by The Center for Strategic Management, New York City, (January 24, 1984; May 2, 1984)
6. "Organizational Processes and Economic Performance: A Contingency Approach," (with S. Wright, John U. Farley, James M. Hulbert, *Academy of Management*, (August 1984)
5. "Institutional Change in Dentistry: A Marketing Perspective," to the Dunning Memorial Symposium, School of Public Health, Columbia University, New York, (April 29, 1981)
4. "Credit Scoring: Some Questions," to the Advisory Council of the Credit Research Center, Purdue University, Atlanta, Georgia, (November 10, 1977)
3. "Some Issues Raised by the Use of Credit Scoring," to the Third Annual Management Forum of the Associated Credit Bureaus, Houston, Texas, (February 23, 1978)
2. "Credit Scoring: Some Unanswered Questions," to the Annual Convention of the Consumer Bankers Association, Boca Raton, Florida, (October 9, 1978). Reprinted in *American Banker*, 144 (March 19, 1979), 10, 15, 17.
1. "Problems with Credit Scoring," to Senior Management, Consumer Services Group, Citibank, Montauk, New York, (June 13, 1979)

#### **TV APPEARANCES**

Business This Morning, WCBS and FNN, June 15, 1989.

#### **DOCTORAL DISSERTATION COMMITTEES**

Jin-Kyung Han, Columbia University, 1993  
 Yael Zackai, Columbia University, 1993  
 Praveen Kopalle, Columbia University, 1992  
 Jukti K. Kalita (chair), Columbia University, 1991  
 Scott Hoenig, Columbia University, 1990  
 Sunder Narayanan, Columbia University, 1990  
 Kapil Jain, Columbia University, 1989  
 Raj Sisodia (chair), Columbia University, 1988  
 Elizabeth Martin (sponsor), Columbia University, 1986  
 David Lei (de facto sponsor), Columbia University, 1985  
 Heather Wilson, Teachers College, Columbia University, 1985  
 Tom Christian, Columbia University, 1984  
 Robert Clarke, Harvard Business School, 1980  
 Dan Sarrel, Harvard Business School, 1979

#### **GRANTS AND AWARDS**

Hong Kong University of Science and Technology: Marketing Case Studies in Asia, 1995, HK\$235,000  
 Case Studies: New York City Police Department, 1993, \$5,000; Northern Telecom, 1993, \$5,000; Merck, 2007, \$5,000

Marketing of Financial Services: General Electric Foundation (1984), \$7,000; General Motors Acceptance Corporation (1985), \$150,000; The Equitable Life Assurance Society of the United States (1986), \$150,000; Merck (2006), \$5,000  
Marketing of Technology, Marketing Science Institute, 1982, \$7,000