

YAKOV BART

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EMPLOYMENT AND AFFILIATIONS

2018-present	Founding Co-Director of the Digital, Analytics, Technology and Automation (DATA) Initiative at Northeastern University
2018-present	Associate Professor of Marketing D'Amore-McKim School of Business, Northeastern University
2018-present	Faculty Affiliate, SHARE Research Team Northeastern University
2019-present	Faculty Affiliate, Global Resilience Institute Northeastern University
2017-present	Associate Fellow, Center for Emerging Markets D'Amore-McKim School of Business, Northeastern University
2017-present	Affiliate Scholar, Future of Marketing Initiative Saïd Business School, University of Oxford
2016-present	Research Fellow, Emerging Markets Institute INSEAD
2015-2018	Assistant Professor of Marketing D'Amore-McKim School of Business, Northeastern University
2012-2013	Visiting Assistant Professor of Marketing The Wharton School, University of Pennsylvania
2009-2015	Assistant Professor of Marketing INSEAD

EDUCATION

2009	Ph.D. in Business Administration (Marketing) University of California at Berkeley
2003	M.S. in Business Administration University of California at Berkeley
2002	S.M. in Operations Research Massachusetts Institute of Technology
1999	Diploma, Mathematics (graduated <i>summa cum laude</i> , GPA: 5.0/5.0) Moscow State University

RESEARCH INTERESTS

Implications of new digital technologies: online and mobile advertising effectiveness, behavioral targeting and consumer privacy, customer engagement and big data, AI-driven consumer attitudes, choices and decisions, business model innovation, influencer marketing, role of consumer trust, online-to-offline commerce, smart products, two-sided platforms, sharing economy

Social media marketing: consumer connectivity, seeded word-of-mouth marketing campaigns, user-generated content, consumer product reviews, role of disclosure

Decision making under risk: gambling, exploding offers and consumer finance

HONORS, GRANTS, AWARDS

2019-20	TIER 1 Interdisciplinary Research Seed Grant from Northeastern University "Risking Justice: Examination of AI Algorithms in the Criminal Justice System" - \$35,000
2019-20	TIER 1 Interdisciplinary Research Seed Grant from Northeastern University "Modeling and Evaluation of Interdependencies in Platform-based Systems" - \$50,000
2019	D'Amore-McKim School of Business Excellence in Teaching Award and Nominee for the University Excellence in Teaching Award
2018-19	TIER 2 Research Seed Grant from Northeastern University to support preparation of a proposal to the NSF Gen-4 Engineering Research Center program (NSF 19-503) - \$75,000
2018	NSF Planning Grant: Engineering Research Center for Sharing economy: Humans, Automation, Resilience and Engineering - SHARE" - \$99,000
2018	Finalist for the Market Research Society Award - Social Media research with Kantar Millward Brown, Facebook & Saïd Business School, Oxford University
2018	Finalist for Temple/AIB Best Conference Paper Award Academy of International Business
2018	Global Experience Office Faculty Fellowship Award Northeastern University
2018	Finalist for Ronald Copeland Best Paper Award D'Amore-McKim School of Business, Northeastern University
2018	Winner of <i>Journal of Services Marketing</i> Highly Commended Paper Award

- 2017-19 Joseph G. Riesman Research Professorship
D'Amore-McKim School of Business, Northeastern University
- 2017-22 Thomas E. Moore Faculty Fellowship
D'Amore-McKim School of Business, Northeastern University
- 2017-18 TIER 1 Interdisciplinary Research Seed Grant from Northeastern University
"Uncovering Strategic Consumer Data Collection and Sharing in Online
Markets by Tracing Information Flows" - **\$50,000**
- 2017 Recognized as one of the 40 Best Undergraduate Business Professors by
Poets & Quants
- 2017 Research Award from the Center for Emerging Markets at D'Amore-McKim
School of Business, Northeastern University "E-Commerce Firms in Emerging
Markets" ~ **\$2,500**
- 2017 Co-PI on NSF Grant Application "Internet of Things, Network Effects, and
Platform Theory: Evidence from the Smart Home Market" (Rejected in June
2017, revising for future submission)
- 2017 Winner of *Journal of Interactive Marketing* Award for Best Paper published in
2016
- 2016 Emerging Markets Institute at INSEAD Research Award "An Empirical
Examination of the Decision to Invest in Digital Interfaces and Capabilities:
A Study of Internet Retailers" ~ **\$30,500 (SGD 41,708)**
- 2016 Knowledge Exchange Program Award from Northeast Big Data Innovation
Hub, funded by NSF - **\$750** (initial stage)
- 2016 MSI Research Grant #4-1967 "How Managers Make Trade-Offs Between
Metrics When Making Marketing Budgetary Decisions" - **\$16,500**
- 2015 MSI Research Grant #4-1935 "Spillover Effects in Seeded Word-of-Mouth
Marketing Campaigns" - **\$7,200**
- 2015 Winner of *Decision Analysis* Award for Best Paper published in 2014
- 2014 Winner of MSI Research Competition, Research Grant #4-1859 "Social
Interactions and Social Media Marketing" - **\$10,000**
- 2013-15 INSEAD Awards for Outstanding Teaching in Executive Education Programs

2012	ECCH Case Award, Overall Winner
2011	Wharton-INSEAD Center for Global Research and Education Award #2399-126 "Market Dynamics in Social Promotions" ~ \$18,000 (€13,410)
2010-13	ECCH Best Selling Case Awards
2010	Google-WPP Marketing Research Award - \$77,500
2009-2014	INSEAD R&D Research Awards ~ \$145,000 (€109,000)

PUBLICATIONS

Journal Articles

- [1] "Easy, Breezy, Risky: Lay Investors Fail to Diversify Because Correlated Assets Feel More Fluent and Less Risky" (with Yann Cornil and David Hardisty)
Organizational Behavior and Human Decision Processes (forthcoming).
- [2] "Tailored Cheap Talk: The Effects of Privacy Policy On Ad Content and Market Outcomes" (with Pedro Gardete)
Marketing Science, Vol. 37, No. 5, September-October 2018, pp. 733-752.
- [3] "Local Market Characteristics and Online-to-Offline Commerce: An Empirical Analysis of Groupon" (with Hui Li, Qiaowei Shen)
Management Science, Vol. 64, No. 4, April 2018, pp. 1860-1878.
- [4] "Consumer Connectivity in a Complex, Technology-Enabled, and Mobile-Oriented World with Smart Products" (with Peter Verhoef, Andrew Stephen, P.K. Kannan, Xueming Luo, Vibhanshu Abhishek, Michelle Andrews, Hannes Datta, Nathan Fong, Donna Hoffman, Mandy Hu, Tom Novak, William Rand, Yuchi Zhang)
Journal of Interactive Marketing, Vol. 40, November 2017, pp. 1-8.
** Listed on SSRN's Top Ten download list for Internet Marketing & E-Commerce, 700+ downloads*
- [5] "Product Seeding: Word of Mouth Effects For and Beyond the Focal Product"
GfK Marketing Intelligence Review, Vol. 9, November 2017, pp. 24-29.
- [6] "Customer Engagement in a Big Data World" (with Lerzan Aksoy, David Diaz, Kristina Heinonen, Sertan Kabadayi, Werner Kunz, Francisco V. Ordenes, Marianna Sigala, Babis Theodoulidis)
Journal of Services Marketing, Vol. 31, No. 2, April 2017, pp. 161-171.
** Received Journal of Services Marketing Highly Commended Paper Award
1,900+ downloads since online publication (Emerald Publishing)

- [7] “Spillover Effects In Seeded Word-Of-Mouth Marketing Campaigns” (with Inyoung Chae, Andrew T. Stephen, Dai Yao)
Marketing Science, Vol. 36, No. 1, January-February 2017, pp. 89-104.
- [8] “Mobile Advertising: A Framework and Research Agenda” (with Dhruv Grewal, Martin Spann, Peter Pal Zubcsek)
Journal of Interactive Marketing, Vol. 34, May 2016, pp. 3-14.
* Received Award for the Best Paper published in the *Journal of Interactive Marketing* in 2016
* Selected by Editor to be freely accessed by marketers in 2016, for its relevance to current practice
* Listed on SSRN's Top Ten download list for Internet Marketing & E-Commerce, 500+ downloads
- [9] “Exploding Offers Can Blow Up in More than One Way” (with Neil Bearden, Nelson Lau, Ilia Tsetlin)
Decision Analysis, Vol. 11, No. 3, September 2014, pp. 171-188.
* Winner of *Decision Analysis Special Recognition Award (Best Paper)*
- [10] “Which Products Are Best Suited to Mobile Advertising? A Field Study of Mobile Display Advertising Effects on Consumer Attitudes and Intentions” (with Miklos Sarvary, Andrew T. Stephen)
Journal of Marketing Research, Vol. 51, No. 3, June 2014, pp. 270-285.
* Included in 2014 “Must-Read for Marketers” list by MSI's Academic Trustees
* Featured in *AMA Journal Reader: Curations from the Journal of Marketing Research*
* 150+ Google Scholar citations and 1,300+ SSRN downloads
- [11] “Making Mobile Ads That Work” (with Miklos Sarvary, Andrew T. Stephen)
Harvard Business Review, December 2013, p. 32.
- [12] “Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large Scale Exploratory Empirical Study” (with Venkatesh Shankar, Fareena Sultan, Glen L. Urban)
Journal of Marketing, Vol. 69, No. 4, October 2005, pp. 133-152.
* 1,200+ Google Scholar citations

OTHER PUBLICATIONS

Journal Articles in Other Fields

“Option Hedging in the Binomial Model with Differing Interest Rates”
Russian Mathematics Surveys, Vol. 53, No.5, November 1998, pp. 227-228.

Books

“Social Media Marketing: Principles and Strategies” (with Andrew T. Stephen)
* Used in 100+ business schools and universities

Selected Case Studies

“Renova Toilet Paper: Avant-Garde Marketing in a Commoditized Category”

(with Raquel Seabra, Pierre Chandon, Steven Sweldens)

** 20,000+ copies sold*

** Overall Winner of ECCH Case Award in 2012, Best Selling ECCH Case Awards in 2010-13*

“The Atlantic Monthly: Strategies for Revitalizing the Brand” (with Andrew T. Stephen)

“Olympus Corporation: Bet on Micro Four-Thirds” (with David Midgley)

“Safaricom’s M-Pesa: Tactics for Consumer Adoption of a New Service” (with Amitabh Saxena)

INVITED TALKS, WORKSHOPS, DISCUSSIONS

- Asia School of Business, Kuala Lumpur, Malaysia, January 2020 (scheduled)
- JAMS Thought Leaders’ Conference on Innovating in the Digital Economy, Milan, Italy, June 2019
- Thought Leaders’ Conference on Privacy in Marketing, Florence, Italy, June 2019
- 11th Triennial Invitational Choice Symposium, Chesapeake Bay, MD, May 2019
- Transformative Consumer Research Conference, Tallahassee, FL, May 2019
- Invited Guest Facilitator at MSI’s Spring Board of Trustees meeting, April 2019
- Thought Leaders’ Conference on Big Data, Technology-Driven CRM & Artificial Intelligence, Lisbon, Portugal, March 2019
- Teradata Analytics Universe, Las Vegas, NV, October 2018
- University of Oxford Marketing Camp, Oxford, UK, September 2018
- Invited Guest Facilitator at MSI’s Spring Board of Trustees meeting, April 2018
- University of Groningen, Netherlands, April 2018
- Thought Leadership Conference on Digital Business Models and Analytics, Groningen, Netherlands, April 2018
- DMSB Northeastern University Research Showcase, Boston, MA, March 2018
- Erasmus University, Rotterdam, Netherlands, March 2018
- University of Amsterdam, Netherlands, March 2018
- Goethe University Frankfurt, Germany, March 2018
- Singapore Management University, Singapore, January 2018
- University of Massachusetts, Lowell, MA, December 2017
- VOYA Financial Colloquium at the University of Connecticut on “Marketing in a Digitalized Marketplace”, Storrs, CT, October 2017
- Panelist at “Marketing and Technology” plenary session at Keio University, Tokyo, Japan, May 2017
- Hebrew University, Jerusalem, Israel, May 2017
- Challenges and Opportunities for Marketers in Emerging Economies, Tel Aviv, Israel, May 2017

- Speaker and panelist at “Managing Customer Experience” public forum organized by University of Queensland, Brisbane, Australia, May 2017
- University of Queensland Marketing Summit, Brisbane, Australia, May 2017
- Melbourne Business School, Melbourne, Australia, May 2017
- University of New South Wales, Sydney, Australia, April 2017
- Nardone Speaker Series (Center for Emerging Markets), Northeastern University, March 2017
- Panelist at “Digitized Customers and Digitized Markets: Current Issues and Research Directions” session at AMA Winter Marketing Academic Conference, February 2017
- Professors Institute, Brierley Institute for Customer Engagement at SMU, Dallas, TX, January 2017
- 10th Triennial Invitational Choice Symposium, Lake Louise, AB, Canada, May 2016
- John Hopkins Carey Business School, Baltimore, MD, April 2016
- DMSB Northeastern University Research Showcase, Boston, MA, March 2016
- Northeastern University Marketing Career Track Advisory Board, Boston, MA, March 2016
- 1st Academic-Practitioner Research with Impact Workshop on Customer Experience Management (CEM) and Big Data, Manchester, UK, January 2016
- Annual Reputation Symposium, University of Oxford, UK, September 2015
- Retail’s Academic Symposium, New York, NY, August 2015
- Internet Marketing Boot Camp, San Antonio, TX, February 2015
- Thought Leadership Conference on Mobile Marketing, Texas A&M University, January 2015
- Marketing EDGE Professors Institute, SMU, Dallas, TX, January 2015
- ZEW Conference on the Economics of ICT, Mannheim, Germany, June 2014
- Northeastern University, Boston, MA, April 2014
- MIT Center for Digital Business Conference, Cambridge, MA, May 2013
- New Economic School, Moscow, Russia, April 2013
- Higher School of Economics (ICEF/LEBE), Moscow, Russia, April 2013
- World Knowledge Forum, Seoul, Korea, October 2012
- Glen L. Urban Retirement Symposium at MIT, Cambridge, MA, June 2012
- Moet Hennessy Asia Pacific, Sun Moon Lake, Taiwan, May 2012
- Royal Danish Embassy, Dhaka, Bangladesh, May 2012
- WPP-Google Marketing Research Awards Conference, New York, NY, November 2010
- INSEAD, Fontainebleau, France, November 2008
- University of Maryland, College Park, MD, November 2008
- Temple University, Philadelphia, PA, November 2008
- HEC Paris, Paris, France, November 2008
- University of Michigan, Ann Arbor, MI, October 2008
- University of Alberta, Edmonton, Canada, October 2008
- Babson College, Wellesley, MA, October 2008

CONFERENCE PRESENTATIONS

- Frontiers in Service Conference, Singapore, July 2019 (scheduled)

- AMA CBSIG Managerially Relevant Consumer Insights Conference, Bern, Switzerland, July 2019 (scheduled)
- INFORMS Marketing Science Conference, Rome, Italy, June 2019 (scheduled)
- Interactive Marketing Research Conference, Houston, TX, March 2019
- AMA Winter Marketing Academic Conference, Austin, TX, February 2019
- CMU Conference on Digital Marketing and Machine Learning, Pittsburgh, PA, December 2018
- Strategic Management Society Conference, Paris, France, September 2018
- Platform Strategy Research Symposium, Boston, MA, July 2018
- DRUID Academy Conference, Copenhagen, Denmark, June 2018
- INFORMS Marketing Science Conference, Philadelphia, PA, June 2018
- Academy of International Business, Minneapolis, MN, June 2018
- Interactive Marketing Research Conference, Amsterdam, Netherlands, March 2018
- AMA Winter Marketing Academic Conference, New Orleans, LA, February 2018
- Marketing Analytics and Big Data Conference at Columbia Business School, New York, September 2017
- Marketing Strategy Meets Wall Street Conference, San Francisco, CA, August 2017
- INFORMS Marketing Science Conference, Los Angeles, CA, June 2017
- SCP-JACS Collaborative Conference, Tokyo, Japan, May 2017
- Association for Consumer Research Conference, Berlin, Germany, October 2016
- Marketing Science-Federal Trade Commission Economic Conference on Marketing and Consumer Protection, Washington, DC, September 2016
- Summer Institute in Competitive Strategy, Berkeley, CA, July 2016
- Marketing Dynamics Conference, Hamburg, Germany, July 2016
- Theory+Practice in Marketing, Houston, TX, May 2016
- AMA Winter Marketing Academic Conference, Las Vegas, NV, February 2016
- Marketing EDGE Research Summit, Boston, MA, October 2015
- INFORMS Marketing Science Conference, Baltimore, MD, June 2015
- Theory+Practice in Marketing, Atlanta, GA, June 2015
- AMA Winter Marketing Educators' Conference, San Antonio, TX, February 2015
- Marketing EDGE Research Summit, San Diego, CA, October 2014
- INFORMS Marketing Science Conference, Atlanta, GA, June 2014
- Theory+Practice in Marketing, Evanston, IL, May 2014
- AMA-EMAC Symposium on Marketing and Innovation, Rotterdam, Netherlands, May 2014
- Frank M. Bass UTD-FORMS Conference, Dallas, TX, February 2014
- AMA Winter Marketing Educators' Conference, Orlando, FL, February 2014
- Association for Consumer Research Conference, Chicago, IL, October 2013
- INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013
- Marketing Strategy Meets Wall Street Conference, Frankfurt, Germany, July 2013
- Marketing Communications and Consumer Behavior, La Londe, France, May 2013
- Society for Consumer Psychology Winter Conference, San Antonio, TX, March 2013
- Advertising and Consumer Psychology Conference, Singapore, Singapore, December 2012
- DMEF Direct/Interactive Marketing Research Summit, Las Vegas, NV, October 2012
- Association for Consumer Research Conference, Vancouver, Canada, October 2012
- Summer Conference on Consumer Financial Decision Making, Boulder, CO, June 2012

- INFORMS Marketing Science Conference, Boston, MA, June 2012
- DMEF Direct/Interactive Marketing Research Summit, Boston, MA, October 2011
- INFORMS Marketing Science Conference, Houston, TX, June 2011
- China India Consumer Insights Conference, Beijing, China, July 2010
- INFORMS Marketing Science Conference, Rotterdam, Netherlands, June 2004
- INFORMS Marketing Science Conference, Edmonton, Canada, June 2002

TEACHING

Northeastern University

<i>PhD</i>	Interdisciplinary Research in Marketing Science, 2020
<i>Graduate</i>	Social Media Marketing: Principles and Strategies, 2016-18 Creating Value through Artificial Intelligence, 2020
<i>Undergraduate</i>	Enabling Sharing Economy with Computing Technologies and Business Model Innovations (Honors Interdisciplinary Seminar), 2019-20 Empire and Borderlands: Business and Culture in Russia and the Baltic Region (Dialogue of Civilizations), 2019 Driving Growth in Russia: From Building on Bones to Building on Blockchains (Dialogue of Civilizations), 2018 Marketing Management, 2015-18 Social Media Marketing, 2015 Digital Marketing, 2016

INSEAD

<i>Executive Education</i>	Marketing Management, 2011-15 Strategic Marketing, 2013-14 Future of Channels, 2011 Digital and Social Marketing, 2011-13
<i>MBA</i>	Market Driving Strategies, 2010-12 Brand Management, 2010-11 Digital and Social Marketing, 2011-15
<i>PhD</i>	Marketing Models, 2010, 2012, 2014 Quantitative Methods and Marketing Topics, 2013

Moscow School of Management SKOLKOVO

HKUST-SKOLKOVO Executive MBA for Eurasia Strategic Marketing, 2018

SERVICE

Co-organizer for 2019 Inaugural DATA Forum at Northeastern University

Co-organizer for 2019 Inaugural SHARE Conference at Northeastern University

Poster Co-chair for the 2018 AMA Winter Marketing Academic Conference

Associate Editor for the 2017 AMA Winter Marketing Academic Conference

Co-chair for Brand Management & Integrated Marketing Communications Track at the 2016 AMA Summer Marketing Academic Conference

Organizer of Special Sessions for:

- Marketing Science Conferences
- AMA Winter Marketing Academic Conferences

Member of Editorial Review Board for Journal of Interactive Marketing (2018-now)

Reviewer for Awards and Grants:

- MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
- Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing
- Israel Science Foundation
- Social Sciences and Humanities Research Council of Canada – Insight Grants
- Russian Management Journals Ranking (New Economic School)
- Higher School of Economics Research Grant Competition

Reviewer for Conferences:

- American Marketing Association Winter Marketing Academic Conference
- American Marketing Association Summer Marketing Academic Conference
- Association for Consumer Research Conference
- Society for Consumer Psychology Conference
- World Marketing Congress
- Marketing EDGE Research Summit
- AMA Marketing and Public Policy Conference

Reviewer for Journals:

- Marketing Science
- Journal of Marketing Research
- Management Science
- Journal of Marketing
- Journal of Consumer Research
- International Journal of Research in Marketing
- Information Systems Research
- Journal of Economic Behavior & Organization
- Journal of Interactive Marketing

- Journal of the Association for Consumer Research
- Journal of Business Research
- Journal of Product Innovation Management
- Journal of Consumer Behaviour
- Journal of Marketing Behavior
- European Journal of Marketing
- Marketing Letters
- Journal of Marketing Communications
- Sloan Management Review
- California Management Review
- PLOS ONE

Other

- Book reviewer for Oxford University Press
- Book reviewer for MIT Press
- Guest Article Editor at SAGE Open

Northeastern University

Current:

- Chair of University Faculty Senate Standing Committee (Faculty Development), 2019-now
- University Faculty Senate representative, 2018-now
- Member of University Future Opportunities in London (NCH) Committee, 2019-now
- Coordinator for University RISE Focus on DATA Award, 2019-now
- Coordinator for University RISE Focus on Sharing Economy Award, 2019-now
- Member of D'Amore-McKim School of Business Master Programs Redesign Committee, 2017-now
- Coordinator for Marketing Analytics concentration, 2019-now
- Marketing Group representative for Web design, 2017-now
- Faculty advisor for Ascend student group, 2016-now
- Organizer of Marketing Research Seminars series, 2016-now
- Organizer of Marketing Brown Bag series, 2015-now
- Member of Marketing Group Faculty Recruiting Committee, 2015-now

Past:

- Leading creation of a new concentration in Marketing Analytics, 2018-19
- Assisting with creating new combined major, Bachelor of Science in Business Administration and Data Science, 2018-19
- Marketing Group Post-Doctoral Recruiting Committee, 2019
- Hosting PhD Visiting Scholar (Laetitia Lambillotte), 2019
- Creating new University RISE Focus on DATA Award, 2019
- Creating new University RISE Focus on Sharing Economy Award, 2019
- Teaching Master Class for prospective University Honors students, 2019
- D'Amore-McKim School of Business Undergraduate Curriculum Revision Committee, 2018
- Speaking at the University New Faculty Orientation session on tenure, 2018
- Speaking at New World Scholars Oxbridge Dinner, 2018
- Speaking at NUMA Faculty Research Panel, 2018, 2019

- Serving as faculty marshal at commencement, 2017
- D'Amore-McKim School of Business Faculty delegate at PhD Retreat, 2016
- University committee for development and approval of a new interdisciplinary PhD in Statistical Science degree, 2016-17
- Participating in an exhibition honoring faculty authors at Research Innovation Scholarship Expo (RISE), 2016
- University committee for Outstanding Graduate Student Selection, 2016
- Presenting at Marketing Career Track Advisory Board, 2016
- Assisting with University Scholars recruitment, 2016
- Presenting at University Working Group on Social Media, 2015

INSEAD

Faculty Recruiting Committee, 2010-13

PhD Program:

- PhD Committee, 2010-14
- Faculty Advisor - Yue Wu, 2011-13
- Organizing Singapore Marketing Brown Bag series, 2011-12
- Organizing and running recruitment sessions in USA and Russia, 2009-11

MBA Program:

- MBA Admissions Committee, 2011-14
- Master Classes in Boston, New York, Washington DC, 2014
- Faculty supervisor for MBA projects, 2010-14

GEMBA Program:

- Faculty supervisor for GEMBA projects, 2010-12
- GEMBA admissions interviews, 2010-11

SELECTED MEDIA CONTRIBUTIONS AND MENTIONS

CMO Magazine, Digiday, Financial Times, Forbes, Huffington Post, Huntington News, Le Monde, Los Angeles Times, Marketing Week, New York Times, The Economist, U.S. News and World Report