



2nd Workshop on the Economics of Advertising and Marketing
St-Germain en Laye, June 11, 12 and 13 2009
Cazaudehore La Forestière, 1, Avenue Kennedy, <http://www.cazaudehore.fr/>

Thursday, June 11 2009

Dinner

Friday, June 12 2009

9am- 10am: « [Pricing and Information Disclosure in Markets with Loss-Averse Consumers](#) »:
Martin Peitz, University of Mannheim, with Heiko Karle,.

DISCUSSANT: Heski Bar-Isaac, Department of Economics, Stern School of Business, NYU

10am-11am: « [Product Variety and Informative Advertising](#) »: **Wilfred Amaldoss**, Fuqua
School of Business, Duke University, Durham, NC with Chuan He

DISCUSSANT: David Ettinger, Université de Cergy-Pontoise, THEMA.

11am-11;30am: Coffee break

11;30am-12;30pm: "[Costly Search and Design Diversity](#)»: **Heski Bar-Isaac**, Department of
Economics, Stern School of Business, NYU, with Guillermo Caruana and Vicente Cunat

DISCUSSANT: Maarten Janssen University of Vienna and Erasmus University.

12;30pm-2;30pm: Lunch

2;30pm-3;30pm: « [Optimal Campaign Replacement and Pulsing Policies with Wear-out
Effects](#) » **Toker Doganoglu**, University of Southern Denmark, with Gila Fruchter and Daniel
Klapper.

DISCUSSANT: Dominique Lauga, Rady School of Management, University of California,
San Diego.

3;30pm-4;30pm « [Push me-pull you: Comparative advertising in the OTC analgesics industry.](#) »: **Simon P. Anderson**, University of Virginia, with Federico Ciliberto, Jura Liaukonyte and Régis Renault.

DISCUSSANT: Toker Doganoglu, University of Southern Denmark.

4;30pm-5pm: Coffee break

5pm-6pm: « [The empirical consequences of advertising content in the Hungarian mobile phone market.](#) »: **Jozsef Molnar**, UK Competition Commission, with Greg Crawford
DISCUSSANT: Régis Renault, Université de Cergy-Pontoise, THEMA.

Dinner

Saturday, June 13 2009

9am- 10am: « [Advertising heterogeneous products to heterogeneous consumers.](#) »: **Frédéric Koessler**, Paris School of Economics, CNRS, with Régis Renault,
DISCUSSANT: Justin Johnson, Graduate School of Management, Cornell University.

10am-11am: « [Persuasive Advertising with Sophisticated but Impressionable Consumers](#) » : **Dominique Lauga**, Rady School of Management, University of California, San Diego.
DISCUSSANT: Moshik Lavie, Université de Cergy-Pontoise, THEMA.

11am-11;30am: Coffee break

11;30am-12;30pm: « [Dissipative advertising signals quality even without repeat purchases](#) »: **Laurent Linnemer**, CREST-LEI
DISCUSSANT: Frédéric Koessler, Paris School of Economics, CNRS.

12;30pm-2;30pm: Lunch

2;30pm-3;30pm: « [You can take it with you: using U.S. consumer migration data to measure the degree of preference stickiness.](#) » : **Jean-Pierre Dube**, University of Chicago Booth School of Business and NBER, with Bart Bronnenberg and Matt Gentzkow
DISCUSSANT: Sara Biancini, Université de Cergy-Pontoise, Thema

3;30pm-4;30pm: « [Targeted Advertising and Advertising Avoidance](#) »: **Justin Johnson**, Graduate School of Management, Cornell University.
DISCUSSANT: Simon P. Anderson, University of Virginia

Dinner.

