



For Immediate Release

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Foundation Announces 2007 Parlin Marketing Research Award Recipient

CHICAGO, IL – August 15, 2007—The Parlin Board of Governors, as an instrument of the American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF), is pleased to announce **Ronald L. Tatham** as the recipient of the 2007 Charles Coolidge Parlin Marketing Research Award, which recognizes Tatham's substantial contributions and unwavering dedication to the ongoing advancement of marketing research practice.

The Charles Coolidge Parlin Marketing Research Award was established in 1945 by the Philadelphia Chapter of the AMA and The Wharton School in association with the Curtis Publishing Company to honor distinguished academics and practitioners who have demonstrated outstanding leadership and sustained impact on the evolving profession of marketing research over an extended period of time. Established as a memorial to Charles Coolidge Parlin, who is recognized as a founder of marketing research, and acknowledged for his early benchmarking studies of consumer issues, the Parlin Award is today a preeminent national honor.

Tatham recently retired as Chairman and CEO of Burke, Inc., and continues to serve as a consultant and lecturer for the Burke Institute. Before joining Burke, he was a professor on the graduate business faculty of Arizona State University, and taught at the University of Cincinnati, as well as the University of Alabama. An active consulting practice while teaching led Tatham to join Burke, Inc. as a consultant and both a program developer and lecturer in the Burke Institute seminar program. In the latter capacity, Dr. Tatham lectured in hundreds of seminars over a 30-year career. Tatham joined Burke full-time in 1976 and established an advanced Decision Sciences group at Burke. Constantly concerned with Burke's adherence to the highest standards of research science, Tatham's influence spread throughout the organization culminating in his appointment as President and CEO in 1989.

Dr. Tatham earned a B.B.A. degree from the University of Texas at Austin, a M.B.A. from Texas Tech University, and a Ph.D. from the University of Alabama. He is coauthor of *Multivariate Data Analysis* (Prentice Hall, 6th Edition, 2005), and his research papers have appeared in several publications, including *Journal of Marketing Research*, *Journal of the Market Research Society*, *Business Horizons* and *Management Science*. He has served as a member of the Marketing Research Advisory Board, University of Georgia; the MSMR Advisory Board, University of Texas at Arlington; the Advisory Board of the A.C. Nielsen Marketing Research Center, University of Wisconsin and the Advisory Board of the College of Business, Northern Kentucky University. Dr. Tatham has lectured at Thammasat University in Bangkok, the Kellogg School at Northwestern University, Eastern Kentucky University, University of Texas, Arlington, University of Georgia, Arizona State University and Northern Kentucky University. Dr. Tatham was recently honored as a "Legend of Marketing Research" at the 2007 AMA Executive Insights Conference in Scottsdale, Arizona.

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