Making Headlines

News stories featuring faculty from the Neeley School of Business at TCU
September 2009 – April 2010

Fort Worth BusinessPress

Dr. Michael S. Cole's research on employee loyalty was featured 9/7/09 *His research was also featured on dozens of blogs around the world.*

TV Interview: Dr. Robert Leone, a professor of marketing at TCU's Neely School of Business, was interviewed on GM's guarantee program to woo car buyers. 9/10/09

Star-Telegram

Dr. Stanley Block was interviewed on Pier I's second-quarter profit margins going up. 9/18/09

TCU DAILY SKIFF

Dr. Garry Bruton, management professor and academic coordinator of the Neeley Entrepreneurship Program, is editor of the *Academy of Management Perspectives*, a scholarly journal for a prestigious professional association in management. 9/18/09

The Star-Ledger

Dr. Stanley Block was interviewed on New Jersey Gov. Corzine's hedge fund investment. 9/19/09

YAHOO! NEWS INDIA

Dr. Leonardo Nicolao's research on a bad vacation causing more grief than buying poor-quality goods, was featured on dozens of blogs around the world. 9/20/09

BizEd

Dr. Mark Houston's research on movie sequels' success was featured. Sept/Oct 09

Gazette
Maryland Community News

Dr. Julie Baker was interviewed about high end shopping malls. 10/9/09

Bloomberg

Dr. Ray Pfeiffer was interviewed about mortgage service writedowns. 10/12/09

Neeley in the News - continued

Dr. Stan Block was intervie3wed for Channel 5 prime time news on Walmart's prepaid phone program. 10/19/09

Dr. Stacy Landreth Grau was interviewed about breast cancer awareness "pink marketing". 10/19/09

Dr. George Low was interviewed about airlines using social media. 10/25/09 *Also ran in Tulsa, Columbus, Baltimore, Ft. Smith and Fayetteville*

Dr. Julie Baker was interviewed about businesses that cater to pets. 11/2/09.

Dt. Stuart Youngblood was interviewed about corporate benefit programs. 11/2/09

Dr. Stan Block was interviewed for Channel 5 prime time news about Warren Buffett's purchase of BNSF. 11/3/09

Dr. Stan Block was interviewed about Warren Buffett's purchase of BNSF. 11/3/09

Dr. Bill Cron was interviewed about Warren Buffett's purchase of BNSF. 11/3/09

Dr. Bill Moncrief was interviewed on BNSF's headquarters in Fort Worth. 11/3/09

Dr. Ira Silver was interviewed for Channel 4 news on Warren Buffett's purchase of BNSF. 11/3/09

Dr. Bill Cron was interviewed about Warren Buffett's purchase of BNSF. 11/4/09

Dean Homer Erekson was interviewed about Matt Rose, BNSF CEO. 11/8/09

Neeley in the News - continued

Star-Telegram
Chicago Tribune

Dr. Shannon Shipp was interviewed about the ethics of Silk Milk not being organic but not telling vendors and customers. 11/8/09

Fort Worth BusinessPress

Dr. Thomas Moeller was interviewed about Warren Buffet's purchase of BNSF being good for the economy. 11/9/09

stuff.co.nz
Best Media Site 2009
NetGuide People's Choice Web Awards

Dr. Julie Baker was interviewed by a New Zealand reporter about the future of retailing. 11/16/09

NBC 5

Dr. Dan Short was interviewed for Channel 5 prime time news about RadioShack's possible move to Florida. 11/12/09

Venture
INSIDE TAMPA BAY BUSINESS

Dr. Dan Short was interviewed about RadioShack's possible move to Florida. 11/13/09

e! Science News
Your daily dose of Eureka!

Dr. Stacy Landreth Grau's research on nonprofits branding with corporations was featured on numerous blogs around the world. 11/13/09

THE WALL STREET JOURNAL.

Dr. Garry Bruton's research on doing business in China was featured in its entirety. 11/30/09

BusinessWeek

Dr. Mark Houston's res4earch on movie sequels was featured. November 09

Star-Telegram

Dean Homer Erekson was interviewed about Fort Worth being a factor in local businesses' success. 12/19/09

gaebler.com
RESOURCES FOR
ENTREPRENEURS

Brad Hancock was interviewed about Texas' support of students interested in starting a small business. 1/11/10

Fort Worth BusinessPress

Brad Hancock was interviewed about Texas being at top of small business ranking. 1/11/10

Neeley in the News - continued

FOOD PRODUCT DESIGN

Dr. Bob Leone's research on preserving brand value was featured. 1/22/10

CALIFORNIA CHRONICLE

Star-Telegram

Dr. Mark Houston was interviewed about AA product placement in the movie, "Up In the Air." 1/24/10

BizEd

Dr. Stacy Landreth Grau's research on nonprofits branding with corporations was featured.

Inc.

Dr. Dan Short was interviewed on how to fill out a loan application. 2/25/10

Star-Telegram

Dr. Bob Greer was interviewed about American Airlines labor and unions negotiations. 2/27/10

Inc.

Dr. Bill Cron was interviewed about small businesses and health care reform. 3/24/10

Star-Telegram

Dr. Laura Meade was interviewed about supply chain careers. 3/22/10

U.S.News & WORLD REPORT

Dr. Bill Cron was interviewed about the growing numbers of MBA applicants due to the recession. 4/1/10

Fort Worth BusinessPress

Dr. Elizabeth Plummer was interviewed about a U.S. District Court ruling on corporate taxes. 4/12/10

Neeley in the News - continued