

Foundation Announces 2007 Berry-AMA Book Prize Winner

CHICAGO, IL – October 3, 2007— The American Marketing Association Foundation (AMAF) announces *The 86% Solution: How To Succeed In the Biggest Market Opportunity of the 21st Century* (Wharton School Publishing) as the recipient of the 2007 Berry-AMA Book Prize for the best book in marketing.

The 86% Solution, by Vijay Mahajan and Kamini Banga, explains that the developing world is now the greatest market growth opportunity. The book also presents the techniques and strategies necessary to win in this market, including creative ways to drive business using the local infrastructure and local traditions.

Mahajan holds the John P. Harbin Centennial Chair in Business at University of Texas at Austin. Banga is an independent marketing consultant and managing director of Dimensions Consultancy Pvt. Ltd.

The following Berry-AMA Book Prize finalists were named as runners-up:

- *Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant* (Harvard Business School Press), by W. Chan Kim and Renée Mauborgne;
- *China's New Culture of Cool: Understanding the World's Fastest-Growing Market* (New Riders), by LiAnne Yu, Cynthia Chan and Christopher Ireland;
- *Loyalty Myths: Hyped Strategies That Will Put You Out of Business and Proven Tactics That Really Work* (Wiley), by Timothy L. Keiningham, Terry G. Vavra, Lerzan Aksoy and Henri Wallard;
- *Mindless Eating: Why We Eat More Than We Think* (Bantam Books), by Brian Wansink; and
- *The Long Tail: Why the Future of Business is Selling Less of More* (Hyperion), by Chris Anderson.

The selection of the Berry-AMA Book Prize winner and finalists included a five member team of marketing experts led by Russ Winer, William H. Joyce Professor of Marketing at New York University and executive director of the Marketing Science Institute. The judging panel also included Jack Hollfelder (American Marketing Association), Katherine Lemon (Boston College), Earl Taylor (Marketing Science Institute) and Gordon Wyner (Millward Brown Inc.).

The annual Berry-AMA Book Prize recognizes books whose innovative ideas have had significant impact on marketing and related fields. The prize is one of the AMAF's programs designed to champion and support excellence in marketing. Exceptional marketing books that have set the standard for excellence and that were published within the previous three years (copyright 2004, 2005 or 2006) were eligible for consideration to receive the 2007 Berry-AMA Book Prize. Nominations for the 2008 Berry-AMA Book Prize will be accepted by the AMAF via mail, email and online (http://www.themarketingfoundation.org/berry_book_prize.html) through May 9, 2008.

The prize is named in honor of the generous contributions of Leonard L. Berry, distinguished author and professor, and his wife Nancy F. Berry to the AMAF. Berry founded Texas A&M's Center for Retailing Studies and has been identified as the most frequent contributor to the services marketing literature in the United States. Berry is also a Distinguished Professor of Marketing and M.B. Zale Chair in Retailing and Marketing Leadership in the Mays Business School at Texas A&M University.

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The AMAF is located in Chicago at the American Marketing Association (AMA) International Headquarters. Its mission is to be an essential resource to nonprofits, helping them achieve greater success through effective marketing. As the nonprofit philanthropic arm of the AMA, the AMAF also champions and supports excellence in marketing and diversity in the marketing profession.

The AMA has 38,000 members worldwide involved in the practice, study and teaching of marketing. Support of the Berry-AMA Book Prize is consistent with AMA's commitment to empowering marketers through information and education. For over six decades the AMA has been an essential resource providing relevant marketing information that experienced marketers turn to every day.

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