



For Immediate Release
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2007 Berry-AMA Book Prize Finalists Announced

CHICAGO, IL – June 22, 2007—Six finalists have been selected for the 2007 Berry-AMA Book Prize for Best Book in Marketing: *Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant* by W. Chan Kim and Renée Mauborgne; *China's New Culture of Cool: Understanding the World's Fastest-Growing Market* 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* by Timothy L. Keiningham, Terry G. Vavra, Lerzan Aksoy and Henri Wallard; *Mindless Eating: Why We Eat More Than We Think* by Brian Wansink; *The 86% Solution: How to Succeed in the Biggest Market Opportunity of the 21st Century* by Vijay Mahajan and Kamini Banga; and *The Long Tail: Why the Future of Business is Selling Less of More* by Chris Anderson.

The Berry-AMA Book Prize is funded through the generosity of Leonard L. Berry, Distinguished Professor of Marketing and M.B. Zale Chair in Retailing and Marketing Leadership in the Mays Business School at Texas A&M University, and administered by the American Marketing Association Foundation (AMAF) to recognize books whose innovative ideas have had significant impact on marketing and related fields. The 2007 Prize winner will be announced in the October 1st issue of *Marketing News*. For additional information about the Berry-AMA Book Prize and its past winners and finalists please visit http://www.themarketingfoundation.org/berry_book_prize.html.

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