

David K. Hardin Memorial Award

Rethinking Globalization

Nigel Hollis



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When David K. Hardin passed away in 1994 after a courageous battle with cancer, his friends, colleagues and family created an endowed award in his name through the American Marketing Association Foundation (AMAF) to honor his many contributions to the field of marketing. This award recognizes the best article or paper published in *Marketing Research* magazine within the calendar year for its innovativeness of research, usefulness and applicability for other researchers, potential societal or economic benefits, and research implications.

The best article of 2009 is “Rethinking Globalization” by Nigel Hollis, which appeared in the Spring 2009 issue of *Marketing Research*.

Nigel Hollis is Chief Global Analyst at Millward Brown. In his current role Nigel works with Millward Brown’s global account teams to address client needs and to shape the company’s viewpoint on all things related to marketing and market research.

During his twenty-eight years at the agency, Nigel has worked with such companies as Nestlé, SAB Miller, HP, Unilever, Microsoft, and Pepsi-Cola. Nigel is a four-time winner of WPP’s prestigious Atticus Award and has contributed to a wide range of journals and books. He is the author of *The Global Brand*, published in 2008 by Palgrave Macmillan. Nigel publishes his thoughts on brands, marketing, media, and marketing research at Straight Talk with Nigel Hollis, at: <http://www.mb-blog.com>.

