

Survey Research Experts for Litigation



Applied Marketing Science (AMS) collaborates with a network of survey research experts with specific expertise in areas such as consumer preference and behavior, advertising, product development, and economics. Our experts design and conduct surveys to analyze consumer behavior in litigation, and testify in both deposition and at trial. These surveys address trademark and trade dress infringement, false advertising, brand dilution, antitrust claims, class certification issues, the value of infringing product features, and “but for” projections of consumer behavior for use in damages estimations.



John R. Hauser, Kirin Professor of Marketing, MIT Sloan School of Management

John Hauser is the Kirin Professor of Marketing and head of the Management Science Group at MIT's Sloan School of Management, overseeing marketing, operations management, operations research, statistics, and information technology. He has served as an expert on numerous cases involving consumer behavior, marketing research, and sales forecasting. Professor Hauser is a past editor-in-chief of Marketing Science, and is the co-author of two textbooks, over sixty scientific papers, and numerous published articles. He is also the recipient of several research and teaching awards, including the Parlin Award, “the oldest and most distinguished award in the marketing research field,” according to the American Marketing Association. He holds a Sc.D. in Operations Research as well as advanced degrees in Electrical and Civil Engineering from MIT.



Joel Steckel, Professor of Marketing, NYU Stern School of Business

Professor Steckel was Marketing Department Chairperson at the Stern School of Business at NYU from 1998-2004. He has served as an expert witness on dozens of matters involving confusion and secondary meaning, patent damages, deceptive advertising, and antitrust matters. He is the author of three books on marketing research and marketing strategy, over thirty articles in leading professional journals, and is lead author of a forthcoming article on dilution in The Trademark Reporter. Professor Steckel has taught at Columbia University, the Wharton School of the University of Pennsylvania, the Yale School of Organization and Management, and UCLA, and has consulted to Fortune 500 companies on marketing strategy and customer relationship management. He is the founding president of the INFORMS Society on Marketing Science. He holds two Master's degrees and a Ph.D. in Marketing and Statistics from the Wharton School.



Ravi Dhar, George Rogers Clark Professor of Marketing, Yale School of Management

Ravi Dhar is the George Rogers Clark Professor of Management and Marketing and the Director of the Yale Center for Customer Insights at the Yale School of Management. He is an expert in consumer behavior and branding, marketing management and marketing strategy. He has served as an expert on cases involving trademark/trade dress infringement, misrepresentative/deceptive advertising as well as in matters related to antitrust and market definition. He has written more than 40 articles and serves on the editorial boards of leading marketing journals, such as Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, and Marketing Science. His research awards include the William F. O'Dell Award, the AMA Doctoral Dissertation Award, and the Paul Green Award. Professor Dhar holds a M.S. and Ph.D. from University of California, Berkeley.



Robert L. Klein, President, Applied Marketing Science

Bob Klein has served as an expert witness in over 30 cases involving marketing science and consumer behavior for cases related to trademark infringement, patent damages, class certification, sales forecasting and others. Prior to co-founding Applied Marketing Science, Mr. Klein was an Executive Vice President of Information Resources, Inc. (IRI), then the fourth largest market research company in the world. Previously, he helped launch Management Decision Systems, a marketing consulting and computer software firm, where he held a variety of executive roles. His commentaries on a wide range of marketing issues have been published in the Harvard Business Review, Intellectual Property Today, Advertising Age, Marketing News, and The Handbook of Sales Promotion, among others. He is also a member of the Proof of Confusion Subcommittee of the International Trademark Association's Enforcement Committee. Mr. Klein holds a B.S. in Mechanical Engineering and an M.S. in Management from MIT.