

June 12, 2008

Dear Hebert:

The Selection Committee for the 2008 IOSIG Lifetime Achievement Award has completed deliberations. Let us begin by noting that the field of nominees was truly outstanding, including literally the most elite and influential scholars in interorganizational marketing research. The nominees included twelve leading scholars. They were nominated from across the marketing discipline and from across the globe. It is no exaggeration to say that every person on the list of nominees deserved this award.

While it was a pleasure to acknowledge the work and contributions of the field's leading thinkers, we were obliged to narrow our choice down to one. On behalf of the Selection Committee (Greg Gundlach, Lisa Scheer, and myself), I announce Erin Anderson as the 2008 IOSIG Lifetime Achievement Award winner. Because of her extensive and often groundbreaking research, her influence on the field has been among the most meaningful and far reaching. One of the most profound manifestations of her impact is the level of citations her work receives. She is among the most cited scholars in the field and the continuance of that pattern suggests that her impact will not soon abate. In addition, her steadfast commitment to doctoral education leaves a legacy in the form of a cadre of high quality young scholars that will continue to contribute and grow the field. These accomplishments and her substantial portfolio of service to the field, along with her kind and compassionate approach to life, made Erin Anderson the type of scholar we all aspire to be. Please join us in congratulating Erin's husband and children on her behalf.

The award will be presented in August at the AMA Conference in San Diego. Specifically it will be presented at the IOSIG reception. Please watch for upcoming details from the IOSIG leadership on the time, day, and location. We invite you to join us there in honoring Erin Anderson's lifetime achievement.

Sincerely,



Jean L. Johnson

The Gardner O. Hart Distinguished Professor, Department of Marketing