N01). Reprinted in a number of newspapers, including The Trenton (NJ) Times (June 29, 2008).

June 16, 2008
www.its.com /bin/printfriendly.php?id-13732297

June 15, 2008
www.newsobserver.com/105/v-print/story/1108528.html

June 15, 2008
Interviewed by the Copyright Clearance Center’s “Beyond the Book” Series: “An Inside View of the Book Publishing Industry Today.”

June 13, 2008
www.npr.org

June 7, 2008
www.nytimes.com/2008/06/07/nyregion/07books

June 6, 2008

June 2, 2008

May 30, 2008

May 30, 2008

May 30, 2008

May 21, 2008
Borders,” by Jeffrey A. Trachtenberg (page B3).

www.marketwatch.com

www.shelf-awareness.com


www.boston.com/business/articles/2008/04/25/small_bookstores

http://chronicle.com/free/2008/04/2614n>htm


March 23, 2008 Interviewed in The Republican-American (Waterbury, Ct.): “The Problem With the Bible, As We All Know, Is It’s Just Too Darned Long,” by Tracey O’Shaughnessy.
www.rep-am.com/articles/2008/03/33/lifestyle/326707.prt


February 4, 2008  Interviewed on NPR’s “All Things Considered” with Lynn Neary.


2007  Cited in “Completion or Abandonment of Mergers and Acquisitions: Evidence From the Newspaper Industry,


www.abcnnews.go.com/print?id=3872648

www.observer.com/print/60143/full

November 2, 2007 Cited in Mediamistro.com: “I Believe The Children Are Our Future.”
www.mediabistro.com/galleycat/publishing/i_believe_children_are_our_future

November 2007 Cited in “Goodbye Pareto Principle, Hello Long Tail: The Effect of Search
www.roanoke.com/extra/wb/136866

www.cleveland.com/printer.ssf/?base/entertainment-0/1191660366271830.x...

www.calendarlive.com/books/cl-et-bestseller26sep26.0,5011970.print.stpy?coll=cl

www.cleveland.com/printer.ssf/?base/living-0/1190709520162650.xml$coll=2


www.post-gazette.com/pg/07242/813343-44.stm

Http://en.wikipedia.org/wiki/Walter_B_Pitlin_Jr


http://www.ithaka.org

Cable Station: CNBC.


http://www.northjersey.com/print.php?qstr=ZmdIZWw3Zjd2cWV1RUV5eTcxNzA3Nzim

http://www.washingtonpost.com/wp-dyn/content/article/2007/07/1//AR2007071802725_p

http://www.washingtonpost.com/wp-dyn/content/article/2007/07/18/AR2007071802169_p


http://cgi.jacksonville.com/cgi-bin/printit.cgi?story=ZZNOSTORYZZ

http://online.wsj.com/article/SB11846075227967784-search.html?KEYWORDS=trachte

www.nytimes.com

www.latimes.com/nationwprld/nation/la-et-pottersales16ju; 16,0,1219255.print...

www.washingtonpost.com/wp-dyn/content/article/2007/07/13AR

July 10, 2007
[www.concurringopinions.com/archieves](http://www.concurringopinions.com/archieves)

July 6, 2007

July 2, 2007

July 2, 2007

June 19, 2007

June 15, 2007

June 15, 2007

June 13, 2007

June 13, 2007

June 13, 2007
Interviewed in *The Republican-American* (Waterbury, Ct.): “Virtual Book Tour Brings All But Iran,” by Tracey O’Shaughnessy.

June 12, 2007
Interviewed in *The Republican-American* (Waterbury, Ct.): “Knowing Your Audience Is Easy, Since They’re Mostly Women,” by Tracey O’Shaughnessy.

June 2, 2007
Cited in *The Hindu* (India): “Book Sales May Remain Flat.”
[www.thehindu.com/2007/06/02/stories200706022007732400.htm](http://www.thehindu.com/2007/06/02/stories200706022007732400.htm)

June 2, 2007


http://www.calendarlive.com/books/cl-et-booksales

February 13, 2007  Interviewed in The Northern Iowan: “Daytona Beach Students Try Class Action Suit Over Book Prices,” by Sara Keating

http://www.calendarlive.com/books/cl-fi-bookstores

http://english.eastday.com/eastday/englishedition/features/ula2607596.html


2006


2006


2006


2006


December 2006


December 2006


2006


2006


2006


2006


2006


December 14, 2006

Interviewed in *The Fort Worth Star-Telegram*: “How Bookstores
Are Using Loyalty Programs and Discounts to Lure Shoppers,”
By Heather Landy.

December 4, 2006 Interviewed in Shelf Awareness: “The Culture and Commerce
Of Publishing Statistically Speaking,” by John Mutter (pages 6-8).

Deal to Purchase Houghton Mifflin,” by Dennis K. Berman
And Jeffrey A. Trachtenberg (page A14).

November 25, 2006 Interviewed for The Orlando Sentinel: “2 at DBCC Sue on Book Prices,
Seek $5 million,” by Pedro Ruz Gutierrez.

November 4, 2006 Interviewed in The Los Angeles Times: “You Tube Video Sets Stage
For Novel,” by Dawn C. Chmielewski.
http://latimes.com/technology/la-fi-vidbooks4nov04.1,301612,print.story?coll=la-he

October 8, 2006 Interviewed in Crain’s New York Business: Last of a Vanishing
Breed: Some Independent Bookstores beat the odds by Marketing,
Making Affiliations,” by Matthew Flamm.

September 18, 2006 Interviewed in The San Francisco Chronicle: “Seeking Readers
Via ‘Book Trailer,’ Publisher Tries Out Movie-Style Preview
To Market new Book,” by Justin Berton.
http://www.sfgate.com

and the Academic Library,” by Toby Burrows in The Australian

2006 Cited in “The Knowledge Gap: Of Leveling the Playing Field
for Low-Income and Middle-Income Children,” by Susan B. Neuman
and Donna Celano in Reading Research Quarterly 41, 2(April-May-June

2006 Cited in “Toward Context Intermediation: Shedding New Light
on the Media Sector,” by Thomas Hess and Ludwig Maximilians

August 20, 2006 Interviewed in Coeur D’Alene Press (Idaho): “Students Play Buy the
Book,” by Linda Ball (pages A1, A3).

Out,” by John Jurgensen (pages 1, p. 3).
August 8, 2006 Interviewed for *The Tennessean:* “Publishers Snatch Up Top Religion Writers: Authors With Media Visibility and a Message Pay Off Big,” By Getahn Ward.


Australia, Canada, etc.


May 1, 2006 Interviewed for The Los Angeles Times: “Publishers Are Increasingly Willing to Take Teenage Writers Seriously,” by Josh Getlin. Article also appeared in newspapers throughout the U.S.


April 4, 2006 Interviewed for Newsday: “Page Burners: Sex and the Teenage Girl,” by Tania Padgett. Article also appeared in newspapers throughout the U.S.


Serie textos para Discussao; TD.004/2005.


November 25, 2005  Cited by The National Child Care Information Center: “Selected Resources on Literacy.”

http://www.bringmeabook.org/about_us.htm


November 4, 2005  Interviewed by Jim Zarroli for NPR’s “All Things Considered” regarding
Amazon.com’s decision to start selling book pages and book chapters by the page.


November 2005 Cited in Eiriks forfatterblogg: “Flere boker, faerre kjopere.”
http://newth.net/eirik/archives/cat_bøker.html

November 2005 Cited in the Reading and Writing Connection: “The National Reading Panel.”
http://www.trelease-on-reading.com

October 21, 2005 Cited in Christian Pop Culture: “Religious Book Sales Boom Continues.”
http://www.edifyingspectacle.org

http://www.fundacaofeiradolivro.org

http://ssrn.com/abstract=584401


September 25, 2005 Cited in Helion News: “Mtdzi czytelnicy głównym celem wydawców książkowych.”
http://helion.pl

http://www.thebookstandard.com

http://www.sacbee.com/content/business/story/13503000p-14343479c.html


June 3, 2005  Cited by Peter Boch in *American Digest*: “In Coldest Type: Crack Addition in American Publishing.”
http://americandigest.org


http://www.tennessean.com


http://www.philly.com

May 18, 2005  Cited in *Ksiazka Wirtualna Polska*: “Harry Potter ratuje amerykanskich wydawcow.”
http://ksiazki.wp.pl


http://www.thebookstandard.com

May 3, 2005  Interviewed for *The Ventura County Star* (CA): “‘Ripoff 101’ Study: College Text Costs Average $900,” by John Scheibe.
http://www.venturacountystar.com

May 12, 2005  Cited in “Does Watching TV Make Us Happy?” by Bruno S. Frey
Christine Benesch, and Alois Stutzer; The Institute for Empirical Research, University of Zurich; working paper #214 (pages 1-41)

April 24, 2005
Interviewed for Bloomberg News: “Losses on the Books for Penguin”
By Charles Goldsmith.
http://www1.venturycountystar.com

April 17, 2005
by Marina Krakopvsky (page BW08).

2005

2005

2005
Cited in “Toekomst Muziek in Slimme Netwerken: Thuispiraterij, Auteursrechten en de Muziekindustrie,” by Albert Benschop; University of Amsterdam; Web van vermaak.
http://64.233.161.104/search?q=cache

2005
Cited in “The Bridges of Madison County and Iowa: Production, Reception, and Place,” by Gregory Ralph Wahl; Ph.D. dissertation University of Maryland.

April 7, 2005

2005

March 27, 2005

March 7, 2005


2004 Cited in “The Economics of Books,” by Marcel Canoy,


October 4, 2004  Interviewed for *The Wall Street Journal*: “Targeting Young Adults,” by Jeffrey A. Trachtenberg (pages B1, B5).


http://www/projo.com/cgi-bin/gold_print.cgi
http://www.intellisearchnow.com

http://www.dfw.com/mld/dfw/living/9460270.htm?template=contentModules/printstory.jsp


http://eerc.kiev.ua/research/matheses/2004/Popovych_Andriy/body.pdf


http://www.suntimes.com/cgi-bin/print.cgi


http://216.239.39.104/translate


http://www.msh-reseau.prd.fr/RevuesSom/detailrevue.jsp?Drevue=%22Journalx032;ofx032

2004  Cited in “Vertical Integration and the Relationship Between Publishers and Creators,” by Ian MacInnes, Kasama Kongsmak, and

April 21, 2004  Cited in *Business Wire*’s “Baskin-Robbins and First Book to Host Fifth Annual ‘Free Scoop Night’; Free Ice Cream Is a Sweet Way to Support Literacy in Houston.”

March 31, 2004  Interviewed for *The Los Angeles Times*: “Students Find Ways to Fight High Cost of Textbooks” by Stuart Silverstein  

March 11, 2004  Interviewed for *USA Today*: “10 Years of Best Sellers: How the Landscape Has Changed” by Bob Minzesheimer (pages A1, A2).


January 25, 2004  Interviewed for *The Dallas Morning News*: “Read’em and Weep”  
By Doug J. Swanson.  
http://www.dallasnews.com/cgi-bin/bi/gold_print.cgi

January 2004  Cited in “Is Copyright Necessary?” by Terrance A. Maxwell.  
Working paper, SUNY Albany.


2004  Cited in “Rent Seeking: A Textbook Example” by Paul Pecorino.  


2004


http://ecrp.uiuc.edu/v6n2/green.html
Also in "Maneras de Compaaer la Literatura en Familias Participantes De Head Start," ECPR, 6, 2 (Fall 2004).
http://ecrp.uiuc.edu/v6n2/green-sp.html


Research cited in: “Copyright’s Communications Policy,” by Timothy Wu; American Law & Economics Annual Meetings.
http://law.bepress.com/alea/14th/art5


July-August 2003 Interviewed for The Crisis Magazine’s “Black History Thriving at University Presses” (pp. 52-53). The Crisis Magazine was founded by the NAACP in 1910; the founding editor was W.E.B. DuBois.


June 22, 2003 Interviewed for Reuters’ “Used-Book Sellers to Jump on Potter Mania.”

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Source/Details</th>
</tr>
</thead>
</table>


2003  Cited in “Caslon Analytics Profile: Duration of Copyright.” Caslon Analytics (U.K.), page 2.


October-November 2002 Cited in “Partnerships Can Make A Difference,” in *Reading Today* 20, 2 (page 6), by Jerry L. Johns.


October 2002 Cited in “The Music Industry in the New Millennium: Global and Local Perspectives” by David Throsby, Macquarie University, Sydney, Australia. Working paper prepared for the Global Alliance for Cultural Diversity, Division of Arts and Cultural Enterprise, UNESCO.

October 2003 Cited in “*Markte, Geschäftsmodelle und Strategieoptionen von Online-Unternehmen,*” [Diplomarbeit zur Erlangung des Magistergrades an der Geisteswissenschaftlichen Fakultät der Universtat Salzburg] by Peter Riegersperger (pages 1-206).


June 18, 2002  Interviewed for *The Bookseller* [United Kingdom]: “U.S. Market Outlook” (page 11).


May 9-11, 2002  Cited in “Similarity Despite Variety: An Economic Explanation Of the tendency Towards Standardization in the Media Markets, Using Germany as an Example” by Insa Sjurts, University of Flensburg, Germany. Working paper.


March-April 2002  Cited in “Not Enough Books in the Classroom?” in *Read All About It: The Reading is Fundamental Newsletter*, page 4.

February 2002  Cited in “Cultural Economics, Copyright and the Cultural Industries,”
Ruth Towse. Working paper; Erasmus University, Rotterdam, The Netherlands.

2002

2002

2002

2002

2002

2002

2002

2002

2002

2002
2002

December 5, 2001
Cited in “New Book and Authors:” New Book Access for All: Closing the Book Gap for Children in Early Education evaluated in Education Week, Vol. 21, Number 14 (p. 16). Also available at: www.edweek.org/ew/newstory.cfm?slug=14tandl.h21

2001

2001

2001

2001

2001

Winter 2001

December 2001-January 2002
Cited in “New From IRA,” in Reading Today 19, 3 (page 33).

November 16, 2001

September 2001

September 2001
Cited in “A Comparison of American and Japanese Publishing


July 9, 2001 Interviewed for Publishers Weekly: “University Presses Urged to Expand Their Reach” (page 10).


April 27, 2001 Interviewed for Inside.com: “As Their Business Goes South, Direct Marketers Turn to Trade Books”

www.inside.com/ArticlePrint.html?art_id=2943&print=Y&podlcase=media&subpods=


2001 Cited in “Braine Kulture in Zaloznisti” by Maja Breznik (pages 24, 30; 15-77) http://www.mirovni-institut.si


July 31, 2000 Interviewed for *Newsweek*: “Another Horror Story on the Web” (page 64).


July 2000 Interviewed for *Agence France-Presse*: “Oprah bestimmt die Bestseller.” Article appeared on July 1, 2000 in *Kieler Nachrichten* and +100 newspapers in Germany; also translated and made available to +100 French newspapers.


http://www.arts.endow.gov/explore/LitPub/trends.html


http://interactive.wsj.com/pi/retrieve@1....isplay_name=News+Folder&folder_id=folder


September 1999   Quoted in *Wired* magazine: “Rants and Raves—Barnes [& Noble] Burning” (page 35).

September 1999   Interviewed for *Publishing Trends*: “Beefing Up BISG’s Trends” (page 7).


August 16, 1999   Interviewed for *The New York Times*: “Book Industry Study Shows Sales Increased 4% Last year” (pages C1, C12).

July 26, 1999   Interviewed for *Newsday*: “Making Book on Reading.”
http://www.future.newsday.com/7fmom0726.htm

June 29, 1999   Interviewed for radio station KERA-FM (90.1 FM), The Dallas, Texas NPR station.


May 24, 1999   Interviewed for *The New York Times*: “Bertelsmann Chief Pushes Public Growth to Build Brand Name” (pages C1, C13).

May 22, 1999   Interviewed for *The National Post* (Toronto, Canada): “Amazon Writes Real Page-Turner.”

March 27, 1999   Interviewed for *Liberation* (a daily newspaper in Paris): “Le Livre de Poche XXIe Siecle Tue Net? La vente des ‘paperbacks’ s’erode aux Etats-Unis.”
http://www.liberation.fr/objets2000/livre2.html

http://www.benton.org/Updates/031599.html


http://mcel.pacificu.edu/history/jahcI1/Editorials/Edl.html


<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 28, 1998</td>
<td>Interviewed on Public Broadcasting System’s “This Week in Business” (WETA, Washington, DC; +60 PBS television stations).</td>
</tr>
<tr>
<td>March 27, 1998</td>
<td>Interviewed on National Public Radio’s “All Things Considered” (+450 NPR stations).</td>
</tr>
</tbody>
</table>
| August 31, 1997 | Interviewed for *Clarín Digital* (Buenos, Argentina): “Rain of
Best-sellers” [Translated from the Spanish].


October 28, 1996  Cited in “People [News Brief],” by Calvin Reid.


October 25, 1989  Interviewed for *The New York Times* [“Book Notes”].

August 1989  Interviewed for *Printing News East*.

April 27, 1989  Interviewed for *The Vancouver Sun* (Vancouver, BC, Canada).

September 1986  Interviewed for *Printing News East*.

May 1984  Interviewed for *Printing Impressions* Magazine.

May and February 1983  Testimony Before The Industrial Loft Advisory Commission of the City of New York.

May 1983  Testimony Before the Community Board #6 of the City of New York.

April 1983  Testimony Before The City Planning Commission of the City of New
ADOPTION OF RESEARCH: BOOKS, ARTICLES, & CHAPTERS
Since September 1996, various books, articles, or book chapters have been required or recommended reading at a number of colleges and universities, including:

United States:
Columbia University’s Business School
Harvard University
University of California, Berkeley
University of Georgia
University of Texas, Austin
New York University
University of Pittsburgh
Emory University
University of Virginia
The College of William and Mary
North Carolina State University
University of Arizona
Michigan State University
University of Maryland
Wesleyan University
University of New Mexico
University of Hawaii
SUNY Oswego
Hofstra University
University of Georgia
Morehead State University
Fitchburg State College
California State University, Fullerton
Adams University
Indiana Univ.-Purdue Univ.: Fort Wayne
San Francisco State University

Northwestern University’s Kellogg Business School
Brown University
UCLA (Anderson Graduate School of Business)
Carnegie-Mellon University
University of Rochester
Georgetown University
SUNY Buffalo
Syracuse University
University of Michigan
Fordham College (Rose Hill; Lincoln Center)
University of California, Santa Barbara
University of Indiana
Iowa State University
Texas A & M University
University of Tennessee
Hobart-William Smith College
Youngstown State University
Southern Connecticut State University
Southern Illinois University
Marist College
University of North Texas
Fayetteville State University
Pittsburg State University
Murray State University
George Washington University
Pace University

Canada, Europe and the Pacific Rim:
University of Bonn (Germany)
University College Northampton (U.K.)

University of Surrey (U.K.)
Leiden University (The Netherlands)
University of the Saarland (Germany)  Middle East Technical Institute (Turkey)
University of Gloucestershire (U.K.)  Monash University (Australia)
Bond University (Australia)  Simon Fraser University (Canada)

CONSULTING

2010  The Catholic University of America
      Dr. James F. Brennan, Provost
      The Catholic University of America Press

2010  Jackson Walker LLP (Houston, TX)
      Litigation: The Marketing of Books in the U.S.

2009  Brown, Goldstein & Levy, LLP (Baltimore, MD) for The
      National Federation of the Blind and The American Council of the Blind
      Litigation: The U.S. College Textbook Business

2008  The United Nations Educational, Scientific, and Cultural Organization
      (UNESCO): CERLALC, The Regional Center for the Promotion of
      Books in Latin America and Caribbean.

2008  The National Endowment for the Arts (Washington, D.C.):
      “The NEA Forum To Promote Youth Reading.”

2008  McCarter & English (Hartford, CT).
      Litigation: Book Marketing; The Book Publishing Industry.

      “To Read or Not To Read.”

2001-2004  Advertising Research Foundation (New York City)

2001  Accenture, Inc. (Chicago): Media and Entertainment Group
      Publishing Industry Analyses.

2000  The Blackstone Group (New York City)
      Publishing Industry Mergers and Acquisitions.

2000-2008  Williams & Connolly LLP (Washington, D.C.)
      Litigation: Book marketing; The Book Publishing Industry.

2000-Present  Gerson Lehman Group (New York City) Council of Advisors
      The Book Publishing Industry (Hedge Funds; Private Equity Managers;
      Banks; and Consulting Companies).

2000  Veronis, Suhler; Publishing & Media Group (New York):
Economic Forecasting (2000).

2000
University of Michigan: The Center for the Improvement of Early Reading (Ann Arbor):
"The Market for Early Childhood Books in the U.S."
The Carnegie Foundation, the Heinz Foundation, and the Institute for Civil Society funded this research.

1999-2008
Book Industry Study Group, Inc. (New York):

1998-1999
Andersen Consulting (Media & Entertainment Division) (New York):
Book, Magazine, and Newspaper Publishing Industry Analyses.

1995-1996
Saatchi & Saatchi North America, Inc. (New York; City):
Media And Entertainment Group and the Office of Legal Counsel Book Publishing Industry Research.

1993-1994
National Association of Printers and Lithographers (Teaneck, N.J.):
Printing Industry Research.

1991-1992
Women in Scholarly Publishing (WISP; Indiana University, Bloomington, IN.)
Book Publishing Industry Research.

1988
*Foreign Affairs* (Published by the Council on Foreign Relations) (New York)
Printing Industry Research.

1985-1986
The Public Development Corporation of the City of New York

1984-1986
The Office of Economic Development of the City of New York

1983-1984
The President of Local One, Amalgamated Lithographers of America (New York City):
Labor Relations Research.

**FORDHAM UNIVERSITY COMMITTEES**

2011-Present
University Library Committee

2011
Fordham University Office of Research; Faculty Research Grant Reviewer

2010-Present
Student On-Line Working Paper Web Site and the Student Research Journal Committee: Gabelli School of Business, and GBA.
2009-Present  Fordham University Athletic Advisory Board (three year term; appointed by Father McShane).
2009-2010  GBA Faculty Advisor to SAC.
2005  GBA-CBA Committee to Review Joint Council Guidelines.
2004-2006  Fordham University Trustee Committee on Investments.
2004-2006  Fordham University Middle States Committee on Institutional Integrity.
2004-2005  CBA Undergraduate Administration/Student Services Committee.
2003-2004  CBA-GBA Merit Pay Faculty Committee
1998  Communications and Media Management (CM) and Information Communications Systems Vision Task Force.
1997-2002  GBA-CBA representative to the Fordham University Library Committee of the Faculty Senate (1997-2002).
1997  CIBER Planning Committee.

NEW YORK UNIVERSITY COMMITTEES
1990-1992  Enrollment Management Committee
University Cross-Registration Committee
Rhodes, Marshall, and Truman Fellowship Committees
1989-1990  Policy Committee on Computer Software Copyright
The Chancellor's Study Group for Advancing the Cause of Teacher Education
1989-1992  "Distinguished Teaching Award" Committee
1988-1992  The Humanities Council
1987-1992  The Luce Fellowship Committee
University Commencement Committee

1986-1992
- The Graduate Commission
- Summer Session Liaison Committee
- Summer Session High School Sub-Committee

PROFESSIONAL EXPERIENCE

1996-Present
Fordham University’s Graduate School of Business Administration
And the Gabelli school of Business
Professor: Marketing.

1995-1996
New York University School of Continuing Education’s
Management Institute
Clinical Associate Professor: Management Institute
Courses:
- Book Publishing
- Advanced Topics in Book and New Media Publishing
- Management and Marketing Trends in the Publishing and Multimedia Industries
- Advanced Seminar: Book Marketing
- Law of Mass Communications

1985-1995
New York University Gallatin School of Individualized Study
Associate Professor (non-tenure track)
Director of Publishing Studies [M.A. program in mass communications]
Associate Dean (Academic Affairs)
Director of Academic Affairs
Director of the Undergraduate Program
Courses:
- Management Trends in the Publishing, Multimedia, and Information Industries
- Introduction to Publishing Studies I: Management
- Introduction to Publishing Studies II: Marketing
- Publishing Research Seminar I, II
- Communications Management
- Book Publishing
- Book Publishing Seminar I
- Scholarly Book and Journal Publishing
- Business Magazine Publishing

1982-1985
New York University School of Education
Department of Communication Arts and Sciences
Clinical Associate Professor
Director of the Center for Graphic Communications Management and Technology [an undergraduate (B.S.) and graduate (M.A., Ph.D., and Ed.D.) management and technology academic program]
and research center
Courses:
Graphic Arts Management and Marketing
Doctoral Research Seminars
Labor Management Relations in the Graphic Arts Industry
Small Business Management and the Graphic Arts Industry
Advanced Marketing Seminar: Graphic Arts Industry

1980-1982
New York University School of Education
Adjunct Associate Professor
Graphic Communications Management and Technology
Courses:
Graphic Arts Management

1979-1983
Metropolitan Lithographers Association, Inc. (New York City):
Executive Director of multi-employer association (113 firms; collective bargaining, labor relations, grievances, and arbitrations); Assistant to Management Trustees of Taft-Hartley Trust Funds

1982-1983
Lithographic Industry Scholarship, Education and Development Fund (New York City):
Executive Director
Represented +300 companies and +8,500 union members on multi-employer pension plan issues, taxes, zoning, education; and economic development matters in New York metropolitan area

1968-1979
Dwight-Englewood School (Englewood, N.J.):
Principal of the High School
Director of Development
Director of Testing
Chair, History Department
Assistant Director of Admissions
Principal of the Summer School

Courses:
U.S. History; European History
Advanced Placement U.S. History
Cinema Studies
English

1970-1978
Bergen Community College (Paramus, N.J.):
Adjunct Instructor
Courses:
U.S. History I, II; Western Civilization I, II

AWARDS
2008 Spring  Fordham University Faculty Fellowship


2005-Present  Who's Who in Education

2002  Media Management and Economics Division of AEJMC [AEJMC: Association for Education in Journalism and Mass Communications]: “Outstanding Service Award”

2001  Association for Education in Journalism and Mass Communications: Presidential Citation

2000-Present  Who's Who in America

1978-Present  Who's Who in the East

1998  “The William H. & Harry J. Friedman Memorial Award for Distinguished Service to Education in and for the Graphic Arts” [Presented on June 25, 1998 by the High School of Graphic Communication Arts; Board of Education of the City of New York]


1990s  Who's Who in the Media and Communications

1990s  Who's Who in Entertainment

1988-1990s  Who's Who of Emerging Leaders in America

1988-1990s  Who's Who in the World

1988-1990s  Who's Who in Advertising

1985  Certificate of Recognition" from the Education Council of the Graphic Arts Industry [an affiliate of the Graphic Arts Technical Foundation] for: "Outstanding Contributions to Graphic Arts Education for the Last Year"

1968-1969  Teaching Graduate Assistant Duquesne University;
Western Civilization Since 1688

1968
Elected to *Phi Alpha Theta* (National Honorary History Society)

1967-1968
Dean's List (Duquesne University)

**ATHLETIC AND COMMUNITY ACTIVITIES**

1998
*Bergenfield, N.J. Baseball League* (Babe Ruth): Co-Manager

1990-1996
*New York University Baseball Club*
Head Coach (1992-1996)
Assistant Coach and Faculty Advisor (1990-1992)

1989-1990
*Bergenfield, N.J. Recreation Department*
New Jersey American Amateur Baseball Congress [NJAABC]
1990 Mickey Mantle League (NJAABC): Manager
Manager of New Jersey State Mantle All-Star Team Division 1 (1990)
1989 Bob Feller League (NJAABC): Manager
Director of 1989 N. J. State Bob Feller Baseball Tournament

*Bergenfield, N.J. P.A.L. Baseball* Head Coach and Coach
1997 3rd Place: Bergen County Tournament
1988 Eastern Division N.J. Koufax State Championship
1988 Manager N.J. State Sandy Koufax All-Star Tournament Team
1986 Bergen County Junior Baseball Championship
P.A.L. Baseball League 1987 Pony League Championships
1985 Bronco League Championship
1986 Director of Kinder-Soccer Program
1983 P.A.L. Soccer League championship
EXHIBIT B
Albert N. Greco

Expert Witness Depositions and Trial Appearances

1. Pottker, et. al. v. Feld, et. al.

Civil Action No. 99CA008068.

The District of Columbia.

The parties settled in 2008.

- George Borden
  Williams & Connolly LLP
  725 12th Street, NW
  Washington, DC 20005
  202-434-5563; FAX 202-434-5029
  gborden@wc.com

- Adult (Consumer) Trade Books


Docket No. FST-CV-08-4014539-S.

Superior Court, Judicial District of Stamford/Norwalk, Ct.

Matter will go to trial; TBA.

- William Piotrowski
Adult and Juvenile/Young Adult (Consumer) Trade Books


Docket 2:09-CV-01359-GMS.

U.S. District Court, District of Arizona.

The parties settled in 2010.

- Daniel F. Goldstein
  Brown, Goldstein & Levy LP
120 E. Baltimore Street, Suite 1700
Baltimore, MD. 21202
410-962-1030; FAX 410-385-0869
dfg@browngold.com

- Higher Education (College) Textbooks and E-Readers


Civil Action No. 08-CV-7322

United States District Court for the Northern District of Illinois, Eastern Division

The parties settled in 2010.

- Charles (Chip) Babcock

  Jackson Walker LLP

  1401 McKinney, Suite 1900

  Houston, TX. 77010

  713-752-4200; FAX 713-752-4221

- Adult, Juvenile/Young Adult, and Religious (Consumer) Books; and Technology
EXHIBIT C
LIST OF MATERIALS CONSIDERED

1. 10.14.2011 Fourth Amended Class Action Complaint
2. 12.09.2011 Google Inc.'s Supplemental Narrative Responses to Second Request for Production of Documents
3. 12.12.2011 Memorandum of Law in Support of Plaintiffs’ Motion for Class Certification
5. 12.15.2011 Transcript of Deposition of Jim Bouton (with exhibits)
6. 01.04.2012 Transcript of Deposition of Betty Miles (with exhibits)
7. 01.06.2012 Transcript of Deposition of Joseph Goulden (with exhibits)
8. 02.08.2012 Declaration of Hal Poret in Support of Google Inc.’s Opposition to Plaintiffs’ Motion for Class Certification
9. 02.08.2012 Declaration of E. Gabriel Perle in Support of Google Inc.’s Opposition to Plaintiffs’ Motion for Class Certification
10. 02.08.2012 Declaration of Daniel Clancy in Support of Google Inc.’s Opposition to Plaintiffs’ Motion for Class Certification
11. 02.08.2012 Defendant Google Inc.’s Opposition to Motion for Class Certification
12. 02.08.2012 Declaration of Joseph C. Gratz in Support of Google Inc.’s Opposition to Plaintiffs’ Motion for Class Certification
13. 02.10.2012 Transcript of Deposition of Daniel Clancy (with exhibits)
15. 03.19.2012 Transcript of Deposition of E. Gabriel Perle (with exhibits)
16. 03.22.2012 Transcript of Deposition of Hal Poret (with exhibits)
17. 04.03.2012 Transcript of Deposition of Eric Zohn (no exhibits)
18. 04.03.2012 Reply Memorandum of Law in Support of Plaintiffs’ Motion for Class Certification
19. 04.03.2012 Reply Declaration of Joanne Zack in Support of Plaintiffs’ Motion for Class Certification
20. 04.19.2012 Transcript of Deposition of Paul Aiken (no exhibits)