Stanford

Brett R. Gordon

Robert A. Magowan Professor of Marketing

Bio

ACADEMIC APPOINTMENTS

- Professor, Marketing

Teaching

COURSES

2026-27

- Topics and Ideas in Quant Marketing: MKTG 662 (Aut, Win, Spr)

Publications

PUBLICATIONS

- **Collaborating on Research Transparency** *JOURNAL OF MARKETING RESEARCH*
  Hamilton, R., Gordon, B. R., Iyengar, R., Tuli, K., Winterich, K., Zanibellato, F.
  2026
- **Digitization and Flexibility: Evidence from the South Korean Movie Market** *MARKETING SCIENCE*
  Yang, J., Anderson, E. T., Gordon, B. R.
  2021; 40 (5): 821-843
- **Inefficiencies in Digital Advertising Markets** *JOURNAL OF MARKETING*
  Gordon, B. R., Jerath, K., Katona, Z., Narayanan, S., Shin, J., Wilbur, K. C.
  2021; 85 (1): 7–25
- **Advertising competition in presidential elections** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Gordon, B. R., Hartmann, W. R.
  2016; 14 (1): 1-40
- **Multiplicity of equilibria and information structures in empirical games: challenges and prospects** *MARKETING LETTERS*
  Borkovsky, R. N., Ellickson, P. B., Gordon, B. R., Aguirregabiria, V., Gardete, P., Grieco, P., Gureckis, T., Ho, T., Mathevet, L., Sweeting, A.
  2015; 26 (2): 115-125
- **Advertising Effects in Presidential Elections** *MARKETING SCIENCE*
  Gordon, B. R., Hartmann, W. R.
  2013; 32 (1): 19-35
- **Measuring long-run marketing effects and their implications for long-run marketing decisions** *MARKETING LETTERS*
  Bronnenberg, B. J., Dube, J. P., Mela, C. F., Albuquerque, P., Erdem, T., Gordon, B., Hanssens, D., Hitsch, G., Hong, H., Sun, B.
  2008; 19 (3-4): 367-382