



805 Central Avenue
Cincinnati, OH 45202
burke.com

phone | 513.241.5663
fax | 513.684.7500

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For more information, please contact:

Andrea W. Fisher

513.684.7616

Andrea.fisher@burke.com

**BURKE INSTITUTE VICE PRESIDENT AUTHORS
TOP 20 MOST INFLUENTIAL MARKETING SCIENCE ARTICLE**

Cincinnati, OH (April 6, 2007): A group of top marketing academics commissioned by the INFORMS (Institute for Operations Research and the Management Sciences) Society of Marketing Science has named an article written by Burke Institute Vice President Dr. Tony Zahorik, along with Dr. Roland Rust and Tim Keiningham, as one of the Top 20 Most Influential Marketing Science Articles published in the last 25 years. Titled “Return on Quality (ROQ) – Making Service Quality Financially Accountable,” the article was first published in the April 1995 issue of the Journal of Marketing.

“It’s a significant honor to have our work recognized in this way,” stated Dr. Zahorik. “The award is very gratifying to me, particularly because it suggests that the article wasn’t just academically interesting, but had a practical impact on the field of marketing science.”

Dr. Zahorik’s article is available for viewing on Burke’s Web site, Burke.com.

Founded in 1931, Burke is an independent, full service marketing research and decision support company. Burke capitalizes on its state-of-the-art research execution, advanced analytical techniques and leading edge technology to provide decision support solutions to companies across all major industry sectors. A 100% employee-owned company, Burke is also the industry leader in marketing research and consumer insights education through the Burke Institute, which has trained more than 70,000 participants from 10,000 companies, through more than 3,000 public and in-house customized marketing research seminars in 39 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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