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**Exemplary? Maybe  
Excursions? For Sure**

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# Theme 1: Enthusiasm

- ◆ “Nothing great was ever achieved without enthusiasm” Ralph Waldo Emerson
- ◆ My Story:
  - “Consumer Research and Semiotics” 1986 *JCR*
  - From 1<sup>st</sup> Round Acceptance to “Oops, We Can’t Publish This Version” to Best Article Award to First Round Rejection ...

# Theme 2: Perfectionist or Radical?

(Howard Gardner, *Extraordinary Minds*)

◆ Advertising: Information or Meaning?  
Processing or Experiencing? Prior  
Knowledge/Attitudes or Life  
Themes/Projects? ....

◆ My Story:

- "A Meaning-Based Model of Advertising Experiences" 1992 *JCR*, with Claus Buhl
- Ads, Model, Design, Evidence

# Theme 3: Persistence

- ◆ “Do or do not. There is no try.” Yoda,  
*The Empire Strikes Back*
- ◆ My Story:
  - “Paradoxes of Technology” 1998 *JCR* and  
“Rediscovering Satisfaction” 1999 *JM*, both  
with Susan Fournier
  - From “You Can’t Do That With Qualitative  
Data” to two favorite pieces and the  
Maynard Award

# Theme 4: "I Like to Watch"

## Chance the Gardner (*Being There*)

### ◆ Self-Observation and Introspection

### ◆ My Story:

- To Denmark (Poland, Egypt, etc.) and Back
- "Paradoxes of Technology" 1998 *JCR* and "Rediscovering Satisfaction" 1999 *JM*, both with Susan Fournier
- Materialism, Spiritual Issues, and Consumer Hyperchoice

# Theme 5: Healthy, Resonant Collaboration

- ◆ Mutual Respect, Different Strengths, Similar Work Ethics, Open Communication (Willingness to Lead, Follow, and Compromise)
- ◆ My Story:
  - McQuarrie and Mick on Advertising Rhetoric: 4 *JCR* articles, 2 Conference Papers, 1 Book Chapter, More in Progress
  - 2004 Dunn Award from the University of Illinois