

2006 Winners	Affiliations	Topics	Country
James Burroughs	University of Virginia	Health Consequences of a Material Lifestyle	USA
Madhu Viswanathan	University of Illinois	Understanding Consumer Behavior Across Literacy and Resource Barriers	USA
David Brinberg	Virginia Tech	Parents as Agents of Behavioral Change to Reduce Adolescent Obesity	USA
Maura Scott	Arizona State University	The Effect of Reduced Calorie Packages on Consumption Behavior	USA
Kathleen Vohs	University of Minnesota	A Tripartite Model of Compulsive Spending	USA
Michael Luchs	University of Texas	Do Tradeoffs exist between a Product's Ethical Value and Its Effectiveness?	USA