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Deborah MacInnis is the Charles L. and Ramona I. Hilliard Professor of Business Administration and Professor of Marketing at USC's Marshall School of

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Business. She received her PhD from the University of Pittsburgh. Her work focuses on the role of emotions in consumer behavior and branding.

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for the Journal of Marketing and the Journal of Consumer Psychology. In addition to co-authoring CONSUMER BEHAVIOR, she has several edited volumes on branding and has an upcoming book on developing, enhancing and leveraging brand admiration.

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Marketing at USC's Marshall School of Business. She received her PhD from the University of Pittsburgh. Her work focuses on the role of emotions in consumer behavior and branding.

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