



## Keegan & Company LLC

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Keegan & Company's experts are authorities in Marketing and Consumer Behavior Research. Keegan & Company provides litigators with expert counsel and testimony on a wide range of marketing, consumer behavior research, intellectual property, and economic issues. From consumer surveys to international business, attorneys rely on our service and expertise to attain winning results for their clients.

### **Services**

Keegan & Company's world-class experts specialize in a variety of areas including marketing, trademark/likeness of confusion, including trade dress and secondary meaning, corporate strategy and structure, international business, and many other areas. Our work ranges from customized marketing and damages analyses, to consumer survey research, to rebuttal work including critiques of existing expert reports and surveys. Keegan & Company has been retained by some of the largest law firms in the world, representing Fortune 500 companies.

### **About Our Experts**

Keegan & Company's experts are uniquely qualified to explain complex business, marketing, and empirical research concepts to judges and juries.

Dr. Warren J. Keegan, co-founder, is a graduate of the Harvard Business School where he received his MBA and Doctoral degrees. Dr. Keegan is a Distinguished Professor of Marketing and International Business and is a widely published, globally recognized authority in his field. Dr. Keegan is the author of leading marketing and business textbooks sold today. He has participated in many cases and testified in court and before various commissions and agencies on an extensive range of topics in his field.

Dr. Eli Seggev is a leader in the field of consumer behavior research and has conducted hundreds of surveys over the course of his career. His articles have appeared in the Journal of Marketing, Journal of Advertising Research, and Marketing Management, among others. Dr. Seggev holds an MBA from the University of Michigan and a Ph.D. in Marketing from Syracuse University. He has taught marketing strategy and marketing research at Pace University, Baruch College of the City University of New York and has been a Visiting Professor at Tel Aviv University.

## **Professional Experience**

Keegan & Company's experts have testified on a wide range of topics in a variety of industries and have worked with many prominent law firms. Please see our website or contact us for more information.

## **Litigation Consulting and Support**

Keegan & Company's experts are supported by an experienced staff of litigation consultants who are ready to discuss your needs. Our senior staff members are your first line of contact and serve as a liaison between you and the testifying expert. This unique operating structure allows for unencumbered dialog and case strategy planning and ensures that the expert considers only those materials that are most essential to testimony formulation. We have found that this operating structure results in a strong collaboration process that yields powerful and effective testimony. Please contact us to learn more about how we work.

## **Areas of Expertise**

Our experts have a broad range of expertise in business, economics, survey research, and related areas. For a detailed listing of our specific areas of expertise and industries in which we have worked, please visit our website, [www.keeganandco.com](http://www.keeganandco.com).

## **Publications**

Dr. Keegan has authored Global Marketing, Fourth Edition, Prentice Hall, 2004; Offensive Marketing: Creating Unique Value & Competitive Advantage, Butterworth-Heinemann, 2004; Global Marketing Management, Seventh Edition, Prentice Hall, 2002; Global Marketing Management: A European Perspective, Pearson, 2001; Marketing Plans That Work: Targeting Growth and Profitability, Second Edition, Butterworth-Heinemann, 2002; Marketing, Second Ed., Prentice Hall, 1995; Marketing Sans Frontieres, Paris, InterEditions, 1994; Advertising Worldwide, Prentice Hall, 1991; Judgments, Choices, and Decisions: Effective Management Through Self-Knowledge, John Wiley & Sons, 1984; among others.

Dr. Keegan has published numerous articles in leading journals including Harvard Business Review, Journal of Marketing, Administrative Science Quarterly, Journal of International Business Studies, Columbia Journal of World Business, International Marketing Review, and other magazines and journals.

Dr. Seggev has published numerous articles in the field of consumer research including: Values Added from Internet Research, ESOMAR Net Effects Worldwide Internet Conference, 2001, with C. Eichman, A. Mezzasalma and G. Licastro; Marketing Research—the Marketing Strategy Engine, The Institute of International Research Conference: Customer Marketing for Newly Deregulated Industries, 1998; The Pickax, The Shovel, The Bulldozer and the Head Lamp, Working Paper, 1998; Fusing Attitudinal and Behavioral Data in Data Mining, Working Paper, 1998; Gaining Competitive Advantage Through Customer-Focused Marketing, Idaho and Montana Banker Association Annual Convention, 1997; A Role in Flux, Marketing Management, 1995; Getting the Most Out of Your Customer Satisfaction Measurement, Consumer Banking Digest, 1993; Advertising Effectiveness Measurement for Contribution-Based Compensation, Journal of Advertising Research, 1992; Testing Persuasion by Strategic Positioning, Journal of Advertising Research, 1982.

### **Professional References**

Our clients value our professionalism and commitment to their case. Issue and industry specific references are available upon request.

### **Education**

Dr. Keegan: Ph.D. and MBA in International Business and Marketing, Harvard University; M.S. in Economics, Kansas State University.

Dr. Seggev: Ph.D. in Marketing and Quantitative Methods, Syracuse University; MBA, University of Michigan.