



Introduction

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The six papers in this section are based on a conference held at Columbia Business School in May, 2019. The conference was organized to commemorate Don Lehmann's 50 years on the faculty at Columbia Business School. Over 150 of his former students and co-authors, as well as personal friends and Columbia's current faculty and doctoral students, attended the one and a half day event. As per Don's request, the conference was primarily academically focused. As themes, the conference had six sessions, each one roughly organized around a topic that was reflected in Don's research over the years. Each session discussed past (pre-2000), present (2000–2019), and future research in the area. To leave a lasting legacy of the fascinating discussions that emerged during the conference, *Marketing Letters* agreed to publish a special issue with six short papers. Each reflect a session in the event and are co-authored by the session's presenters and a Columbia doctoral student who organized the session. These short papers could not, nor were they intended to, be comprehensive. Rather, they are short highlights that remind us of some of the history of research in marketing and even more importantly provide some directions for future research. We hope you find them interesting and that they spark ideas for future research.

Acknowledgments Among Don's myriad, notable, enduring contributions to the marketing discipline, he is the founding editor of *Marketing Letters*.

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