

## **Alfred University professor quoted in New York Times**

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When the New York Times wanted to talk to someone about Chrysler, L.L.C., its hiring of a new vice president for marketing, and how that might affect its image, it turned to Dr. William Ward, assistant professor of marketing in the College of Business at Alfred University. Ward told the Times that in order to win back customers, Deborah Wahl Meyer, Chrysler's new VP, "must show that the company is different, not only from its previous incarnation, but also from its American competitors." Ward was quoted as saying "A lot of U.S. brands, including Chrysler, lost any distinction and became kind of generic. They're going to have to reconnect with the customers and re-establish some kind of differentiation between themselves and their competition." The article, written by Nick Bunkley, appeared in the Aug. 16 edition of the New York Times; it has been syndicated and distributed to papers across the country.