

Publication info for Ed Stafford and Cathy Hartman

This should cover most of my and Cathy's work.

Ed

Refereed Journal Articles

Hartman, Cathy L., Edwin R. Stafford, and Sandra Reategui (2011), "Harvesting Utah's Urban Winds," *Solutions*, forthcoming.

Hartman, Cathy L. and Edwin R. Stafford (2010), "Sell the Wind," *Stanford Social Innovation Review*, 8 (Winter), 25-6.

Livesey, Sharon M., Cathy L. Hartman, Edwin R. Stafford, and Molly Shearer (2009), "Performing Sustainable Development through Eco-Collaboration: The Ricelands Habitat Partnership," *Journal of Business Communication*, 46 (October), 423-454.

Stafford, Edwin R. and Cathy L. Hartman (2007), "Improving the Sustainability of Green Marketing," *Business Strategy and the Environment*, 16 (September), 456-7.

Hartman, Cathy L. and Edwin R. Stafford (2006), "Case Study: Chilling with Greenpeace, From the Inside Out," *Stanford Social Innovation Review*, 4 (Summer), 54-59.

Ottman, Jacquelyn A., Edwin R. Stafford, and Cathy L. Hartman (2006), "Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products," *Environment*, 48 (June), 22-36.

Stafford, Edwin R. (2003), "Commentary: Energy Efficiency and the New Green Marketing," *Environment*, 45 (April), 8-10.

Stafford, Edwin R., Cathy L. Hartman, and Yin Liang (2003), "Forces

Driving Environmental Innovation Diffusion in China: The Case of Greenfreeze," *Business Horizons*, 46 (March/April), 47-56.

Stafford, Edwin R., Michael Jay Polonsky, and Cathy L. Hartman (2000), "Environmental NGO-Business Collaboration and Strategic Bridging: A Case Analysis of the Greenpeace-Foron Alliance," *Business Strategy and the Environment*, 9 (March-April), 122-135.

Hutt, Michael D., Edwin R. Stafford, Beth A. Walker, and Peter H. Reingen (2000), "Case Study: Defining the Social Network of a Strategic Alliance," *MIT Sloan Management Review*, 41 (2), 51-62.

Hartman, Cathy L. and Edwin R. Stafford (1998), "Crafting 'Enviropreneurial' Value Chain Strategies through Green Alliances," *Business Horizons*, 41 (March/April), 62-72.

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Barnes, John W., Matthew H. Crook, Taira Koybaeva, and Edwin R. Stafford (1997), "Why Our Russian Alliances Fail," *Long Range Planning*, 30 (August), 540-550.

Hartman, Cathy L. and Edwin R. Stafford (1997), "Green Alliances: Building New Business with Environmental Groups," *Long Range Planning*, 30 (April), 184-196.

Stafford, Edwin R. and Cathy L. Hartman (1996), "Green Alliances: Strategic Relations Between Businesses and Environmental Groups," *Business Horizons*, 39 (March/April), 50-59.

Noble, Charles H., Edwin R. Stafford, and Rhonda K. Reger (1995), "A New Direction for Strategic Alliance Research in Marketing: Organizational Cognition," *Journal of Strategic Marketing*,

3 (September), 145-165.

Beltramini, Richard F. and Edwin R. Stafford (1993), "Comprehension and Perceived Believability in Seals of Approval in Advertising," *Journal of Advertising*, 22 (September), 3-13.

Wassenaar, Dirk J. and Edwin R. Stafford (1991), "The Lodging Index: An Economic Indicator for the Hotel/Motel Industry," *Journal of Travel Research*, 30 (Summer), 18-21.

Stafford, Edwin (1990), "Under New Management: The Changing of the Guards," *Journal of Property Management*, 55 (May/June), 34-38.

Book Chapters

Hartman, Cathy L., Peter S. Hofman, and Edwin R. Stafford (2002), "Environmental Collaboration: Potential and Limits," in *Partnership and Leadership: Building Alliances for a Sustainable Future*, Theo de Bruijn and Arnold Tukker, editors, Dordrecht: Kluwer Academic Publishers, 21-40.

Stafford, Edwin R. and Cathy L. Hartman (2001), "Greenpeace's Greenfreeze Campaign: Hurdling Competitive Forces in the Diffusion of Environmental Innovation," in *Ahead of the Curve: Cases of Innovation in Environmental Management*, K. Green, P. Groenewegen, and P.S. Hofman, editors, Dordrecht: Kluwer Academic Publishers, 107-131.

Stafford, Edwin R. and Cathy L. Hartman (2000), "Environmental-Business Collaborations: Social Responsibility, Green Alliances, and Beyond," in *Advertising Research: The Internet, Consumer Behavior, and Strategy*, George Zinkhan, editor, Chicago, IL: American Marketing Association, 170-192.

Hartman, Cathy L., Edwin R. Stafford, and Michael Jay Polonsky (1999),

“Green Alliances: Environmental Groups as Strategic Bridges to Other Stakeholders,” in *Greener Marketing: A Global Perspective to Greening Marketing Practice*, Second Edition, M. Charter and Michael Jay Polonsky, editors, Sheffield, UK: Greenleaf Publishing, 164-180.

Peer-Reviewed Government Reports

Ratliff, David J., Cathy L. Hartman and Edwin R. Stafford (2010), “An Analysis of State-Level Economic Impacts from the Development of Wind Power Plants in San Juan County, Utah,” U.S. Department of Energy, Energy Efficiency and Renewable Energy, March, Report No. DOE/GO-102010-3005.

Ratliff, David J., Cathy L. Hartman and Edwin R. Stafford (2009), “An Analysis of State-Level Economic Impacts from the Development of Wind Power Plants in Summit County, Utah,” U.S. Department of Energy, Energy Efficiency and Renewable Energy, October, Report No. DOE/GO-102009-2918.

Reategui, Sandra, Edwin R. Stafford, and Cathy L. Hartman (2009), “Generating Economic Development from a Wind Power Project in Spanish Fork Canyon, Utah: A Case Study and Analysis of State-Level Economic Impacts,” U.S. Department of Energy, Energy Efficiency and Renewable Energy, January, Report No. DOE/GO-102009-2760.

Hartman, Cathy L. and Edwin R. Stafford (2007), “Utah Perspectives from the Second Annual Harvesting Energy Summit (2007): Outcomes from the ‘Dialogue Diner’ and Stakeholder Panel Sessions,” U.S. Department of Energy, Energy Efficiency and Renewable Energy, April, Report No. DOE/GO-102007-2422.

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Mongha, Nikhil, Edwin R. Stafford, and Cathy L. Hartman (2006), "An Analysis of the Economic Impact on Utah County, Utah, from the Development of Wind Power Plants," U.S. Department of Energy, Energy Efficiency and Renewable Energy, May, Report No. DE-FG48-05R810736.

Guest Editorship Editorial

Hartman, Cathy L., Peter S. Hofman, and Edwin R. Stafford (1999), "Partnerships: A Path to Sustainability," *Business Strategy and the Environment*, 8 (September-October), 225-266. (Introduction to special issue; courtesy reviewed)

Book Reviews

Hartman, Cathy L. and Edwin R. Stafford (2003), "Book Review: *Unfolding Stakeholder Thinking: Theory, Responsibility, and Engagement*," *Journal of the Academy of Marketing Science*, 31 (4), 486.

Stafford, Edwin R. (2002), "Book Review: *Perspectives on Corporate*

Citizenship, edited by Jorg Andriof and Malcolm McIntosh,"
Environment, 44(6), 45.

Stafford, Edwin R. and Cathy L. Hartman (2001), "Book Review: *NGOs Engaging With Business: A World of Difference and a Difference to the World*, by Simon Heap," *Journal of the Academy of Marketing Science*, 29 (4), 418-9.

Hartman, Cathy L. and Edwin R. Stafford (2001), "Book Review: *Collaborative Approaches to Resolving Conflict*, by Myra Warren Isenhardt and Michael Spangle," *Journal of Business Research*, 53 (3), 163-4.