

Media Coverage

Simon Blanchard

November 10, 2018

The media mentions are current separated into two sections: the psychology of money, and consumer perceptions of technology and brands.

Personal Finance

Lerner: Debt: How To Help Your Clients Escape It — And Use It
2018'Forbes

Michele Lerner. *Debt: How To Help Your Clients Escape It — And Use It*. <https://www.forbes.com/sites/transamerica/2018/11/09/debt-how-to-help-your-clients-escape-it--and-use-it/amp/>. Nov. 2018.

Blanchard: Attention Walmart shoppers: superstores rise to continue
2018'TheHill

Simon Blanchard. *Attention Walmart shoppers: superstores rise to continue*. <http://thehill.com/opinion/finance/402618-attention-walmart-shoppers-superstores-rise-to-continue>. Aug. 2018.

Longo: #OffScriptOn9: Are we seeing the death of malls in America?
2017'WUSA

Adam Longo. *#OffScriptOn9: Are we seeing the death of malls in America?* <http://www.wusa9.com/mb/amp/news/nation/-offscripton9-are-we-seeing-the-death-of-malls-in-america-/451704392>. I appear live on CBS affiliate evening news to discuss consumer defections from large department stores. June 2017.

Loudenback: US credit card debt has topped \$1 trillion — here's the most effective way you can pay it off
2017'BusinessInsider

Tanza Loudonback. *US credit card debt has topped \$1 trillion — here's the most effective way you can pay it off*. <http://www.businessinsider.com/most-effective-debt-repayment-harvard-2017-4>. Apr. 2017.

Schlesinger: Strategies to Pay Off Debt **2017'WinnipegFreePress**

Joel Schlesinger. *Strategies to Pay Off Debt*. <http://www.winnipegfreepress.com/business/finance/strategies-to-pay-off-debt-417852473.html>. Mar. 2017.

Blanchard: Tax Season and Consumer Debt **2017'ABCDC**

Simon Blanchard. *Tax Season and Consumer Debt*. I appeared live on News Channel 8's *Midday Report* to discuss debt repayment strategies during tax season.. Mar. 2017.

Blanchard: Tax Refund: How To Pay Off Your Credit Card Debt With Your Next Refund **2017'Fortune**

Simon Blanchard. *Tax Refund: How To Pay Off Your Credit Card Debt With Your Next Refund*. <http://fortune.com/2017/03/22/tax-filing-season-2017-tax-refund/>. Byline. Mar. 2017.

Blanchard: Tax Refund Tips: How to Make the Most of your Tax Refund **2017'FOX5**

Simon Blanchard. *Tax Refund Tips: How to Make the Most of your Tax Refund*. <http://bit.ly/2mtrKkS>. With anchor Steve Chenevey, I appeared live on Fox5's *Good Day DC* to discuss smart money habits during the tax season. Mar. 2017.

Weisbaum: With More Rate Hikes Coming, Here's the Best Way to Pay Off Your Credit Card Debt **2017'NBCNews**

Herb Weisbaum. *With More Rate Hikes Coming, Here's the Best Way to Pay Off Your Credit Card Debt*. <http://www.nbcnews.com/business/consumer/more-rate-hikes-coming-here-s-best-way-pay-your-n735986>. Mar. 2017.

Lovett-Ride: Want to pay off your debt faster? Here's how **2017'BNN**

Business News Network: Pattie Lovett-Ride. *Want to pay off your debt faster? Here's how*. <https://www.bnn.ca/pattie-lovett-reid-want-to-pay-off-your-debt-faster-here-s-how-1.691872>. Mar. 2017.

Lovett-Ride: Want to pay off your debt faster? Here's how **2017'CTV**

CTV: Pattie Lovett-Ride. *Want to pay off your debt faster? Here's how*. <http://www.bnn.ca/video/pattie-lovett-reid-want-to-pay-down-your-debt-fast-here-s-how-1074050>. Also includes TV/radio coverage on CTV Kitchener, CTV News Channel, CP 24, BNN and the CTV morning show. Mar. 2017.

Martin: Harvard researchers say the snowball method is the best way to pay off debt **2017'BusinessInsiderIndia**

Business Insider: Emmie Martin. *Harvard researchers say the snowball method is the best way to pay off debt*. <http://www.businessinsider.in/harvard-researchers-say-the-snowball-method-is-the-best-way-to-pay-off-debt-heres-a-simple-spreadsheet-that-can-make-it-work>

for-you/articleshow/57214623.cms. Mention of Remi Trudel for our joint research on concentrated repayments. Feb. 2017.

Bowsher: Science Finally Reveals the Best Method for Destroying Debt
2017'MoneyTalksNews

Money Talks News: Karla Bowsher. *Science Finally Reveals the Best Method for Destroying Debt*. <http://www.moneytalksnews.com/science-finally-reveals-the-best-method-for-destroying-debt/>. Mention of Remi Trudel for our research on concentrated repayments. Feb. 2017.

Neiger: Research Says You Should Pay Off Debt Like This
2017'MotleyFool

The Motley Fool: Chris Neiger. *Research Says You Should Pay Off Debt Like This*. <https://www.fool.com/credit-cards/2017/01/31/research-says-you-should-pay-off-debt-like-this.aspx>. Mention of Remi Trudel for our research on concentrated repayments. Jan. 2017.

Picchi: Behavioral science has some tips for paying down holiday debt
2017'CBSNews

CBS News: Aimee Picchi. *Behavioral science has some tips for paying down holiday debt*. <http://www.cbsnews.com/news/what-research-says-about-erasing-credit-card-debt/>. Jan. 2017.

Wong: More Research Shows That The Snowball Method Is The Best Debt Payoff Strategy
2017'Lifehacker

Lifehacker Australia: Kristin Wong. *More Research Shows That The Snowball Method Is The Best Debt Payoff Strategy*. <https://www.lifehacker.com.au/2016/12/more-research-shows-that-the-snowball-method-is-the-best-debt-payoff-strategy/>. Mention of Remi Trudel for our research on concentrated repayments. Jan. 2017.

Deen: Read This Before You Open a Credit Card for Your Business — Equities.com
2017'Equities

Equities.com: Andrew Deen. *Read This Before You Open a Credit Card for Your Business — Equities.com*. <https://www.equities.com/news/read-this-before-you-open-a-credit-card-for-your-business>. Mention of Remi Trudel for our research on concentrated repayments. Jan. 2017.

Trudel: Research: The Best Strategy for Paying Off Credit Card Debt
2016'HarvardBusinessReview

Harvard Business Review: Remi Trudel. *Research: The Best Strategy for Paying Off Credit Card Debt*. <https://hbr.org/2016/12/research-the-best-strategy-for-paying-off-credit-card-debt>. Dec. 2016.

Carlson: Merely Requesting (Not Requiring) A Favor From Consumers To Seal The Deal **2017'Forbes**

Forbes: Kurt Carlson. *Merely Requesting (Not Requiring) A Favor From Consumers To Seal The Deal*. <https://www.forbes.com/sites/kurtcarlson/2016/05/02/merely-requesting-not-requiring-a-favor-from-consumers-to-seal-the-deal/#375620901d41>. May 2016.

Blanchard: The Power of Merely Requesting a Favor — Psychology Today **2016'PsychologyToday**

Psychology Today: Simon Blanchard. *The Power of Merely Requesting a Favor — Psychology Today*. <https://www.psychologytoday.com/blog/the-initiative/201605/the-power-merely-requesting-favor>. May 16.

Knowledge@Wharton: What Eyewear Startup Warby Parker Sees That Others Don't **2013'Knowledge@Wharton**

Knowledge@Wharton. *What Eyewear Startup Warby Parker Sees That Others Don't*. <http://knowledge.wharton.upenn.edu/article/what-eyewear-startup-warby-parker-sees-that-others-dont/>. Nov. 2013.

TIME.com: The Consumer Psychology Behind Warby Parker's \$95 Pricing for Eyeglasses **2013'TIME.COM**

TIME.com. *The Consumer Psychology Behind Warby Parker's \$95 Pricing for Eyeglasses*. <http://business.time.com/2013/05/23/the-consumer-psychology-behind-warby-parkers-95-pricing-for-eyeglasses/>. May 2013.

Freedman: Get Freebies by Complaining **2011'MSNMONEY**

MSN Money: Donna Freedman. *Get Freebies by Complaining*. <http://finances.msn.com/savingmoneytips/6885357>. Dec. 2011.

Lipka: Why free photo book offers keep flowing **2011'Reuters**

Reuters: Mitch Lipka. *Why free photo book offers keep flowing*. <http://www.reuters.com/article/us-spending-photobooks-idUSBRE84A0S120120511>. May 2011.

Perceptions of Technology & Brands

Blackman: Professor Profiles: Georgetown McDonough's Simon Blanchard **2018'Stacy**

Stacy Blackman. *Professor Profiles: Georgetown McDonough's Simon Blanchard*. <https://www.stacyblackman.com/blog/professor-profiles-georgetown-mcdonoughs-simon-blanchard/>. Discussion of the MBA Certificate for Consumer Analytics and Insights. Aug. 2018.

O’Neal: United Airlines Stock Price Fall: How Much Did The Passenger-Dragging PR Disaster Cost The Company?

2017’InternationalBusinessTimes

Lydia O’Neal. *United Airlines Stock Price Fall: How Much Did The Passenger-Dragging PR Disaster Cost The Company?* <http://www.ibtimes.com/united-airlines-stock-price-fall-how-much-did-passenger-dragging-pr-disaster-cost-2525525>. Apr. 2017.

Gurman et al.: Samsung’s Sleek S8 Has Curved Screen, Facial Recognition

2017’Bloomberg

Mark Gurman and Sam Kim. *Samsung’s Sleek S8 Has Curved Screen, Facial Recognition*. <https://www.bloomberg.com/news/articles/2017-03-29/samsung-seeks-to-lure-back-buyers-with-sleek-s8-smartphone>. Mar. 2017.

Chang: Galaxy Note 7, RIP. Samsung, you’ve got to rebuild the trust

2016’CNET

CNET: Roger Chang. *Galaxy Note 7, RIP. Samsung, you’ve got to rebuild the trust*. <https://www.cnet.com/news/galaxy-note-7-rip-samsung-youve-got-to-rebuild-the-trust/>. Nov. 2016.

Bagchi: Can Samsung Rebuild The Trust That’s Lost?

2016’CXOTODAY

CXOToday.com: Sohini Bagchi. *Can Samsung Rebuild The Trust That’s Lost?* <http://www.cxotoday.com/story/can-samsung-rebuild-the-trust-thats-lost/>. Nov. 2016.

Bray: For Samsung, a moment of truth—at a cost of billions

2016’BostonGlobe

Boston Globe: Hiawatha Bray. *For Samsung, a moment of truth—at a cost of billions*. <https://www.bostonglobe.com/business/2016/10/11/for-samsung-moment-truth-cost-billions/fUdIbJVKUH67eRczMRNpFJ/story.html>. Oct. 2016.

Schwartz: Samsung’s world, post-Galaxy Note 7

2016’TorontoStar

Toronto Star: Jon Schwartz. *Samsung’s world, post-Galaxy Note 7*. http://startouch.thestar.com/screens/efec17d2-b26c-4259-984b-12181dd8c61b\%7C_0.html. Oct. 2016.

Oremus: How the Samsung Galaxy Note 7’s exploding batteries will change the smartphone industry.

2016’Slate

Slate: Will Oremus. *How the Samsung Galaxy Note 7’s exploding batteries will change the smartphone industry*. http://www.slate.com/blogs/moneybox/2016/10/11/how_the_samsung_galaxy_note_7_s_exploding_batteries_will_change_the_smartphone.html. Oct. 2016.

Swartz: Samsung faces rough patch post-Galaxy Note 7

2016'USAToday

USA Today: Jon Swartz. *Samsung faces rough patch post-Galaxy Note 7*. <http://www.usatoday.com/story/tech/2016/10/12/samsung-faces-rough-patch-post-note-7/91122988/>. Oct. 2016.

Colapietro: Is Mobli Good Mobile?

2012'YahooNews

Yahoo News!: Mike Colapietro. *Is Mobli Good Mobile?* <http://news.yahoo.com/mobligoodmobile221000714.html>. Mar. 2012.