

**Daniel
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**Professor,
Department
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Chair-holder,
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Chair



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Education

MBA, Harvard Business School.
Diplôme ESSEC.

Research Areas

Marketing strategy for consumer products, retailing, consumerism and marketing policy, business logistics. Development and use of management simulations for educational purposes.

Publications

✉ **Academic Publications**

Books

La logistique d'entreprise. (with H. Mathe, J. Colin). 2d edition. Paris (France) : Dunod, 1996

La logistique. (with H. Mathe). 3rd edition. Paris (France) : Presses Universitaires de France, 1995

La logistique. (with H. Mathe). 2d edition. Paris (France) : P.U.F., 1991

La Logistique au service de l'entreprise : moyens, mécanismes et enjeux. (with H. Mathe, J. Colin). Paris (France) : Dunod, 1988

Articles

"Le marketing inversé : interactivité, structure et pouvoir" (B. Pras), *Decisions Marketing*, May 1995, Issue 5

"Pour participer à l'évolution des rapports industrie-commerce : la chaire des produits de grande consommation à l'ESSEC" (D. Tixier), *Formation et Gestion*, Apr 1987, Issue 41

"Entre le producteur et le vendeur : le responsable logistique" (H. Mathe), *Revue des Ingénieurs des Ecoles Nationales Supérieures des Mines*, Mar 1987, Issue 307

"Comment réussir au Japon" (P. Martin), *Expansion Management Review*, Jun 1986, Issue 41

"Inventer un gisement de productivité" (D. Tixier), *Entreprise Logistique (L')*, Mar 1986, Vol. 2

"Consumérisme : la paix armée" (D. Tixier), *Revue Française de Gestion*, Mar 1986, Issue 56-57

Book Chapters

Interview. In: *Pourquoi la Vache qui Rit ne pleure jamais.* Paris (France) : Albin Michel, 2009

L'avenir des enseignes. In: *Les cathédrales du commerce parisien.* () :

Action artistique de la ville de Paris, Action artistique de la ville de Paris. 2006, p. 222-226

La logistique d'entreprise. In: *Savoir gérer. Mélanges en l'honneur de Jean-Claude Tarondeau.* Paris (France) : FNEGE, ESSEC, Vuibert, LE MOAL P., BOURGEON L.. 2003

Jouer l'organisation compétitive et gagner les marchés. La logistique, clé de la victoire. In: *Savoir gérer. Mélanges en l'honneur de Jean-Claude Tarondeau.* Paris (France) : FNEGE, ESSEC, Vuibert, LE MOAL P., BOURGEON L.. 2003

La logistique est-elle l'avenir du marketing ?. In: *Faire de la recherche en logistique et distribution ?.* Paris (France) : VUIBERT, COLIN J., PACHE G.. 2000

Le Marketing Inversé - Interactivité, structure et pouvoir. In: *Encyclopédie de Gestion* (with B. Pras). Paris (France) : Economica, SIMON Y., JOFFRE P.. 1997

Kodak. In: *La communication efficace 2.* Paris (France) : Dalloz, LENDREVIE J.. 1996

Consumerism. In: *Marketing : Theory and Practice.* Londres (Grande-Bretagne) : MacMillan Business, BAKER M.J.. 1995

Kit Kat. In: *La communication efficace 1.* Paris (France) : Dalloz, LENDREVIE J.. 1995

La logistique de l'entreprise. In: *Encyclopédie du Management* (with H. Mathe). Paris (France) : Vuibert, 1991

Le marketing direct amont. In: *Encyclopédie de la Gestion.* Paris (France) : Economica, 1989

📄 Working Papers

"La logistique est-elle l'avenir du Marketing ?" (D. Tixier). Essec Research Center, DR-99017 May 99.

"La globalisation de la relation producteur-distributeur" (D. Tixier). Essec Research Center, DR-98041 Sep 98.

"Consumerism" (D. Tixier). Essec Research Center, DR-93058 Nov 93.

"Quelques aspects stratégiques de la logistique" (D. Tixier). Essec Research Center, DR-93007 Mar 93.

"Logistics Induced Position Values Along the Supply Chain" (D. Tixier). Essec Research Center, DR-91021 May 91.

"Le marketing direct amont : un nouveau concept né du marketing direct et de la technologie" Centre de Recherche en Gestion, Université du Québec, Jan 88.

"L'avènement du marketing direct amont. Une révolution qui n'est pas qu'une question de sens" (D. Tixier). Essec Research Center, DR-87017 Jan 87.

"Réussir au Japon" (P. Martin). Essec Research Center, DR-86002 Jan 86.

▾ Other Publications

Articles published in Conference Proceedings

"Abstracts". In : *An application of a Complex Business Game to Joint Top Engineers and Executive MBA Players: The Case of the Mirage Simulation with the French Corps des Mines and The Essec-Mannheim EMBA/WE*, The second International Conference Game Theory and Management. St Petersburg (Russie) : Leon A.Petrosjan and Nikolay A.Zenkevich, 2008, p. 219-220

Teaching

▾ Teaching at ESSEC

In charge for ESSEC of the Danone marketing school (executive development programs in marketing for the marketing managers and group managers of the Danone group, i.e. some fifty European subsidiaries of the largest French food company), 1986 to 1994.

▾ Other Teaching Activities

Extensive teaching in executive programs in France and abroad aimed at French and foreign executives (special programs with Algerian, Canadian, Japanese, Korean, Nigerian and Russian managers), including heading a cooperation program with Algeria from 1974 to 1982, and some teaching in Syria and South Korea.

Also taught in the Executive Program for European Managers with Columbia University, in the European program of the Extension MBA and in the Institute for International Management held at Bürgenstock, Switzerland by Northwestern University.

Developed a European simulation (Eurosim) in association with several European universities (Aix-Marseille II, IAE Aix-Marseille III, Bocconi in Milan, London Business School, University of Liege), 1992 to 1995.

Developed a mass market business simulation (co-author: R. Gambini) based on a major cosmetics line by L'Oreal.

Other Activities

▾ Scientific Activities

Editorial Board Membership

Logistique & Management, Bordeaux Management School

Revue Française du Marketing

Revue Française du Marketing

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Revue Française du Marketing

Revue Française du Marketing

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▣ **Consulting and Other Activities**

Consumer products: BSN/Danone (food products), Petit Bateau (children's clothing).

Distribution and Retailing: Cora hypermarkets, American Hospital Supplies.

Service industries: Banque Rothschild, PLM Hotel chain, Pierre et Loisirs (time share ownership resorts), EDF/GDF (utilities), Versailles Chamber of Commerce and Industry, La Poste.

Industrial products: Télémécanique (switches and relays), Prochal (speciality chemicals, then a joint subsidiary of Rhône Poulenc and Ciba Geigy), Raychem.

Education: Ecole Supérieure de Commerce de Marseille Provence, Ecole des Hautes Etudes Commerciales du Nord.