



*The INFORMS Society for Marketing Science*

recognizes

**Michaela Draganska, Daniel Klapper,  
and Sofia B. Villas-Boas**

as FINALISTS of the

**2020 Long Term Impact Award**

for the article

**“A Larger Slice or a Larger Pie? An  
Empirical Investigation of Bargaining Power  
in the Distribution Channel”**

**Gerard J. Tellis**  
President, ISMS

June 11 – 13, 2020