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Dr. Taylor has provided consulting services to several businesses and organizations on a variety of matters related to marketing, advertising, and consumer behavior, including Philip Morris, USA, CBS/Viacom, McCann Erickson, Clear Channel Communications, General Motors, Star Storage, Lamar Outdoor, Magic Media, Inc., Walker Furniture, Eller Media, the Outdoor Advertising Association of America, the International Sign Association, Dechert LLP, Jones Day, LLP, Rossbacher and Associates, Arnold and Porter, LLP, Mattioni and Associates, the Center for Information on Beverage Alcohol (United Kingdom), and several others.

Dr. Taylor has been a keynote featured speaker at meetings of several organizations, including the European Advertising Academy, the American Academy of Advertising, the Korea Advertising Society, the Greek Marketing Association, the Chinese Advertising Association, the World Advertising Resource Center (London), Marketing Science Institute, The U.S. Transportation Research Board, the Outdoor Advertising Association of America, and the International Sign Association, among others. Taylor has served as a Fulbright Senior Specialist and has taught courses in Germany, Korea, Austria, China, and the Czech Republic and has given lectures at many locations throughout the world

Taylor has been quoted in the media on numerous occasions, in outlets including the Associated Press, NBC television, MSNBC television, CNBC television, Fox television, CBS.com, ABC.com, Reuters, Forbes, Business Week, the Wall Street Journal, the New York Times, USA Today, Arirang Television, the Washington Post, the Philadelphia Inquirer, the Los Angeles Times, Forbes.com, Advertising Age, Brandweek, Adweek, the San Francisco Examiner, Yahoo.com, Accesshollywood.com, Sportsillustrated.cnn.com, Espn.com, the Boston Globe, the Dallas Morning News, the Chicago Tribune, the New York Post, Chosun Ilbo Daily (Korea), China Daily.com, and many other outlets.