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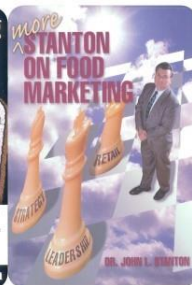
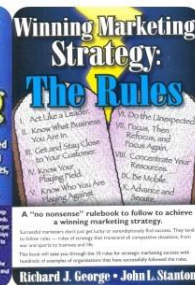
• The world-renowned Professor John L. Stanton's last visit to Europe: Developing and sharing good practice and knowledge

Note from the Editor-in-Chief:

The distinguished lady Carol Stanton conveyed to us the sad news of the passing of her husband, the world-renowned Professor **John L. Stanton** (<https://www.sju.edu/news/memorial-john-l-stanton-phd-1945-2025> ; <https://www.supermarketnews.com/company-news/in-remembrance-dr-john-stanton-1945-2025-a-pillar-of-food-marketing-excellence> ; <https://www.msn.com/en-us/health/nutrition/world-renowned-st-joseph-s-university-food-marketing-professor-john-l-stanton-jr-dies-at-80/ar-AA1L7JWB> ; <https://www.foodprocessing.com/workforce/people-on-the-move/news/55310120/john-stanton-marketing-guru-and-our-former-columnist-dies-at-80> ; <https://foodtradenews.com/2025/08/18/longtime-sju-professor-john-l-stanton-phd-has-died/> ; <https://www.inquirer.com/obituaries/john-stanton-obituary-philadelphia-new-jersey-sewell-food-marketing-20250820.html>). Indeed, it is hard to find the right words at this difficult time, being a tremendous loss for all those who knew our Great Friend John. My heart goes out to Carol, all John's Family members, Friends and Colleagues. We have a moral duty to pray for the repose of the soul of our Great Friend John, who has departed for his new abodes and who must continue to feel our love. May our prayers help him in his victorious passage through the customs of the air, covered by Angel Wings and receiving a blessing. Let us do good deeds for the memory of our Great Friend John, being convinced that our Great Friend hopes for this.



Our Great Friend John L. Stanton passed away



The world-renowned Professor John L. Stanton's last visit to Europe: Developing and sharing good practice and knowledge



An Honorary Member of the Romanian Distribution Committee (2011), Professor **John L. Stanton** was the Chair of the Department of Food Marketing at St. Joseph's University, Philadelphia, USA, and Honored Personality 2016 of the European Retail Academy (included in the ERA Hall of Fame; other distinguished personalities who have been honored priorly by ERA were: Philip Alexander Nobel, Léon F. Wegnez, Romano Prodi, Klaus Toepfer, Robert Aumann). Professor **John L. Stanton** was also an inductee of the Hall of Fame of the Private Label Manufacturers Association (USA), and he was awarded Lifetimes Achievement Award, Promotion Optimization Award.

Professor **John L. Stanton** has been regularly quoted in the news media including CNN, the Today Show and NBC Nightly News and has been quoted in Forbes, Fortune, Advertising Age, Brand Week, New York Times, Wall Street Journal, and many others. **He** hosted an episode of the History Channel's Modern Marvels entitled "The History of the Supermarket." He also served as an expert and expert witness to many food and beverage companies including Whole Foods, Target, Coca Cola, Ahold, Supervalu, Boars Head, Safeway and many others. He published many books (such as: "Winning Marketing Strategy", "Precision Target Marketing", "Stanton on Food Marketing", "MORE Stanton on Food Marketing", "Success Leaves Clues!", "Delight Me... The Ten Commandments of Customer Service", "21 Trends in Food Marketing for the 21st Century", "325 Ways to Make Customers Feel Like Your Supermarket Is Their Supermarket", "Marketing Planning in a Total Quality Environment", "Running a Supermarket Consumer Focus Groups"). For instance, **his** niche book "Making Niche Marketing Work"

Ten years ago, on August 1, 2015, starting from the words of Marcel Proust – who brought to our attention that: *“Let us be grateful to people who make us happy, they are the charming gardeners who make our souls blossom”* – we highlighted that *“Professor **John L. Stanton** is that kind of person, constantly advocating for virtues-led management, and promoting the universal values. Honorary Member of the Romanian Distribution Committee (2011), Professor John L. Stanton is a well-known food marketing practitioner.”*

The collage consists of six photographs arranged in a 2x3 grid, documenting the activities of the Romanian Distribution Committee.

- Top Left (May 2011):** A man in a suit and glasses, identified as Carol Stanton, is shown in profile.
- Top Middle (May 2011):** A group of four people (Carol Stanton, John Stanton, Theodor Valentin Purcarea, and Nicolae Albu) are sitting in a church classroom, looking at a book. They are supervised by Professor Primit Vasile Olteanu and Anton Panu.
- Top Right (October 2011):** A man in a suit and glasses is speaking at a podium during a book launch event. A banner in the background reads "ROMANIAN DISTRIBUTION COMMITTEE" and "SĂNĂTATE".
- Bottom Left (May 2011):** Two men in suits are standing together, smiling for a photo.
- Bottom Middle:** A composite of three photos: the top shows a large black cross in a cemetery; the bottom left shows a group of people looking at a book; the bottom right shows a church building.
- Bottom Right (October 2011):** Two men in suits are standing next to a large display of books. A banner in the background reads "TRANSFORMING THE 'READER EXPERIENCE' IN REAL CAPITAL".

Professor **John L. Stanton** returned to Romania in October 2011, on the occasion of the SANABUNA International Congress, Brasov (<https://www.crd-aida.ro/activitiespartnership/sanabuna-2011/>). It is worth remembering that the University of Medicine and Pharmacy “Carol Davila” in Bucharest awarded Professor **John L. Stanton** a Diploma of Excellence in May 2011.



Professor **John L. Stanton**'s last visit to Europe took place in October 2022, when he accepted his old friend's invitation, Professor Costel Negricea, Rector of the Romanian-American University (RAU), Member of the Board and Honorary Member of the Romanian Distribution Committee. RAU Rector Professor Costel Negricea has awarded the distinguished RAU Visiting Professor **John L. Stanton** a "*Certificate of Excellence in Education and Research for state-of-the-art accomplishments in the field of Marketing.*" And as the good conversation stimulates minds, the friendly reconnection gave actionable insight into the challenging Marketing future, including core marketing functions' transformation under the influence of disruptive technologies, without neglecting the role of empathy in authentically understand and connect with people's feelings, evolving needs, and improved experiences.

Professor **John L. Stanton** was permanently focused on strategic issues, communicating the best strategic thinking to marketing managers in order to help them in keeping pace with the rapidly changing field which requires continuous learning, hard work, and dedication, fostering a values-based culture and resilience in the face of challenges. His lifetime commitment to teaching excellence and providing managerial consultancies (setting the right marketing management goals, and developing multiple perspectives on the food business activities) has been widely recognized including in Romania.

In the above-mentioned stream of thoughts expressed in the context of announcing the passing of the world-renowned Professor **John L. Stanton**, it was also emphasized that he inspired many people, as a scholar and educator who formed not only careers, but also the specialized area within the broader marketing field itself (from better consumer understanding, product and packaging etc. to more complex supply chains, and better meeting consumer evolving needs,

influencing food choices, and building brand loyalty), and his legacy will endure. As for the kindness he showed to people in his immediate surroundings, this **urges us to do good deeds in memory of our Great Friend. Thank you, John, for your kindness, friendship, and forward-looking perspective, for the memories you create along the way and held within the heart and mind. Rest in peace, dear John!**



Visiting as a Special Guest the Primary School No. 11 "St. O. Iosif" from Brasov, recognized as a "European School"

Dr. Tudorita Albu, Director of the Primary School No. 11 "St. O. Iosif" from Brasov





"The axiology of a chosen man, such as the Professor John L. Stanton, continues his protective and creative existence in those who exist in the human condition, superior, from beyond..."

Peace and spiritual elevation!"

Acad. Constantin Popa (Member of the Romanian Academy), August 28, 2025 – 5:31 PM