

Memorial Minute for George Fisk
October 11, 1922 - July 20, 2019

George Fisk was born on October 11, 1922, in New York City, the only son of Ruth Lillian Fisk and Maurice Fisk. He grew up in the New York area, raised by a single mom and was barmitzvahed. During his final two years of high school, he lived away from home on a farm in Poughkeepsie, N.Y., where for room and board he worked as a common laborer. Rising at 4 am to milk cows, shovel manure and do odd jobs, he developed the astonishing physical strength that characterized him throughout his long life. Around this time, he also made the acquaintance of a number of Quakers who treated him with extraordinary kindness, causing him to shift his religious affiliation to the Society of Friends, whose fundamental principles of the equality of all human beings before God and necessity of pacifist solutions to human disagreements remained pillars of his beliefs.

A generous loan from a distant cousin, Francis Levien, enabled him to attend Cornell University from whose School of Agriculture he graduated in 1943 with a BS degree. Although he attempted to register as a Conscientious Objector during the War years, he was for mysterious reasons never issued a draft card and thus spent his immediate post-college years trying to find a suitable career path. In August 1946 he met and in June 1948 married Neva Fay Hamilton, who became his loyal wife through what was to become a 56-year-long marriage, and with whom he later had two children, Eliot (born 1954) and Matthew (born 1957).

In 1949 George earned his MBA at New York University and in late 1950 enrolled in the doctoral program at the prestigious Wharton School at the Univ. of Pa., earning a Ph.D. there in 1956. He always credited his wife's tremendous emotional and practical support for his ability to complete his degree. University appointments as Professor of Marketing followed for him at the U. of Pa. (1956 - 67), Temple University (1967-68), Syracuse University (as Chairman of the Marketing Department from 1968-1983) and finally with an endowed chair at Emory University (1983-1993). He authored and edited numerous books on marketing, and in 1974, wrote Marketing and the Ecological Crisis, in which he described how environmental concerns would affect business policy. George was one of the founders and the first editor of the Journal of Macromarketing in 1975. Macromarketing reflects society's values and therefore attempts to conduct marketing of goods, services and ideas in a way that is consistent with the public good, using scientific methods and objective analysis. As the Honorary Chair of the 2001 Macromarketing Conference, the Journal printed some of his remarks "From stem cell research to the study of marketing, the purpose of all knowledge advances is to save the world. The poor will always pay more for the delivery of goods and services – my solution is not to make marketing to the poor less expensive – it is to lift the poor out of poverty." There is a George Fisk Award for the best conference paper each year at the Macromarketing Society Annual Conference.

George and Neva moved from Syracuse to Atlanta in 1983 and became members of Atlanta Friends Meeting. Neva was instrumental in founding Atlanta Friends School, which opened in 1991. George was supportive of her work and loved to visit with the children at the school. George and Neva moved to Pennswood in 1999. Neva died in 2005. George enjoyed photography, gardening and music; singing with the George School chorale and in numerous Pennswood musical productions. George was a member of Newtown Friends Meeting, where he frequently gave ministry that helped to gather the meeting by reminding us of our great legacy as Quakers and our shared strength for creating social justice, environmental responsibility and peace. He regularly attended Friendly 8 dinners with other

Meeting members where his engaging conversation challenged us to reason rationally and logically, while respecting others' opinions.

George is survived by his son, Eliot Hamilton Fisk, his granddaughter, Raquel Leona Fisk, and his daughter-in-law, Zaira Estela Meneses.