Freeman mourns the death of Jeffrey Barach

November 1, 2019



Professor Jeffrey A. Barach, who taught marketing and management at the Freeman School for more than 40 years, died on Oct. 25, 2019. He was 85.

Barach joined the faculty of Tulane University's School of Business Administration as an assistant professor of marketing in 1965 shortly after earning his DBA from Harvard University. His dissertation investigated aspects of advertising and its effect upon consumer behavior. Barach served in the marketing area until the late 1970s, when he became a professor of management. His later research focused on management policy and strategy, leadership, and ethics. He was particularly interested in issues confronting family businesses. Barach was the author of numerous scholarly articles as well as two books: *The Individual, Business, and*

Society (1977) and *Leadership and the Job of the Executive* (1996), co-authored with D. Reed Eckhardt. Barach retired from the Freeman School in 2004, becoming a professor emeritus, but he continued to teach as an adjunct professor.

Barach was active in the New Orleans community. In addition to volunteering for various civic service roles, he was an actor, a long-time member of the Krewe of Bacchus, and an avid sailor with the Southern Yacht Club.

He is survived by his wife, Barbara Howell Barach; his brother, Dr. John Paul Barach; his son, Jeffrey Barach Jr.; his children by marriage, Sahar Gullikson and Joel Anderson; and seven grandchildren.

A memorial service was held on Saturday, Nov. 16, at Jacob Schoen & Son Home at 3827 Canal Street. Condolences may be left at www.schoenfh.com. In lieu of flowers, the family asks that friends consider a donation to the New Canal Lighthouse in Professor Barach's memory.