



## List of Contributors

**Thomas Boysen Anker** trained as a philosopher, is currently doing his PhD in marketing ethics at the University of Copenhagen. His research covers topics such as ethics in branding, marketing communications and autonomy, commercial social marketing and the societal impact of commercial health branding. His interest in the social aspects of marketing led him to the Institute for Social Marketing, University of Stirling, which he is currently working with on various projects.

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**Abraham Brown** is a research fellow at the Institute for Social Marketing, University of Stirling. He completed his PhD in Social Marketing in July 2009 at the University of Stirling. Abraham's research interests include tobacco control, social norms, and the application of statistical modelling to change health behaviour. He is a member of the International Tobacco Control Policy Evaluation Project, a collaboration of over 70 researchers from 20 countries who are conducting research to evaluate the impact of national-level tobacco control policies of the Framework Convention on Tobacco Control, the first-ever international treaty on health.

**Sally Dibb** is Professor of Marketing and joint Head of the Marketing and Strategy Research Unit at the Open University Business School, Milton Keynes, UK. She was awarded her PhD (Marketing) from the University of Warwick, where she was previously Associate Dean. Sally's research interests are in marketing strategy, segmentation and consumer behaviour, areas in which she has published and consulted extensively. Sally is currently involved in social marketing research with the Institute for Social Marketing, examining targeting strategies, and research examining consumer behaviour in China. She has co-authored nine books and her journal publications include articles in the *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, *Industrial Marketing Management*, *Services Industries Journal*, *Long Range Planning*, *Journal of Marketing Management* and *OMEGA*, among others. Sally is co-chair of the Academy of Marketing's Special Interest Group in Market Segmentation.

**Thomas Foscht** studied business administration at Karl-Franzens-University Graz, Austria, where he also earned his PhD and his habilitation degree. He was an assistant and associate professor of marketing at Karl-Franzens-University Graz, Austria before he became full professor of marketing at California State University, East Bay (San Francisco), USA. Currently he is a full professor of marketing and chair of the marketing department at Karl-Franzens-University Graz, Austria. He was also a visiting professor at Johannes-Kepler-University, Linz, Austria. As a guest speaker he lectured amongst others at Columbia University, New York, Temple University, Philadelphia, USA, and ETH Zurich (Swiss Federal Institute of Technology). He co-authored a textbook on consumer behaviour, which is written in German and in its third edition and also the book 'Reverse Psychology Marketing', which has been published in English, Spanish and Korean. His papers have been published in leading international academic journals like *International Journal of Retail & Distribution Management*, *Journal of Retailing and Consumer Services*, *International Journal of Bank Marketing*, *Journal of Product and Brand Management*, *Journal of Fashion Marketing and Management*, *Journal of International Food & Agribusiness Marketing* as well as in a number of German Journals.

**Mark S. Glynn** is a Senior Research Lecturer in the Faculty of Business and Law at Auckland University of Technology, Auckland, New Zealand. He has a Master of Commerce degree with first class honours and a PhD in Marketing from the University of Auckland. Prior to his academic career, Mark had fifteen years business experience in marketing and brand management. His research experience is in the areas of branding, relationship marketing, business-to-business marketing, and retail channels. In 2006, Mark won the Emerald/EFMD best thesis award for outstanding doctoral research in the category of Marketing Strategy. Mark has published in the *Australasian Marketing Journal*, *Industrial Marketing Management*, *International Journal of Retail & Distribution Management*, *Journal of Product and Brand Management*, *Journal of Business & Industrial Marketing*, as well as *Marketing Theory*. Mark is also co-editor of *Business-to-Business Brand Management: Theory, Research and Executive Case Study Exercises* which is Volume 15 of the *Advances in Business Marketing and Purchasing Series*. He reviews for several international journals and serves on the editorial boards of *Industrial Marketing Management* and *Journal of Business & Industrial Marketing*.

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**Evert Gummesson** is Emeritus Professor of Marketing and Management at the Stockholm University School of Business, Sweden; Honorary Doctor of the Hanken School of Economics, Helsinki, and a Fellow of Tampere University, Finland. His interests especially embrace service, relationship marketing and CRM, and a network approach to marketing, reflected in his latest book *Marketing as Networks: The Birth of Many-to-Many Marketing*. His book *Total Relationship Marketing* was published in its 3rd and revised edition in 2008. In 2000 he received the *American Marketing Association's (AMA) Award for Leadership in Services*, and his article (with Christopher Lovelock) 'Whither Services Marketing?', in the *Journal of Service Research*, won the *AMA Award for Best Article on Services in 2004*. He is one of the 50 most important contributors to the development of marketing included in the guru list of the *Chartered Institute of Marketing (CIM)*, UK. Dr Gummesson also takes a special interest in research methodology and the theory of science. He has spent twenty-five years as a business practitioner and is a frequent speaker at conferences, business meetings and universities around the world.

**Professor Susan Hart** (BA Hons., PhD, DipMRS, FRSE) is Dean of Strathclyde Business School. Formerly Professor of Marketing and Head of Department at Strathclyde (2002–2004), and Vice Dean for Research (2005–2008). Previous posts held were Professor of Marketing and Head of Department at the University of Stirling from 1995–98, and Professor of Marketing at Heriot Watt University from 1993–95. In addition, Susan Hart has worked for a variety of private sector companies, ranging from multinational to small manufacturers in consumer and industrial enterprises.

Professor Hart's research areas of interest include innovation and product-service development, marketing and competitive success and marketing performance measurement. She has been awarded research grants by The Leverhulme

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**Gerard Hastings** is the first UK Professor of Social Marketing and founder/director of the Institute for Social Marketing and Centre for Tobacco Control Research at Stirling and the Open University. He researches the applicability of marketing principles such as consumer orientation, relationship building and strategic planning to the solution of health and social problems. He also conducts critical marketing research into the impact of potentially health damaging marketing, such as alcohol advertising, tobacco branding and fast food promotion.

Prof Hastings teaches and writes about social and critical marketing both in the UK, where he has run Masters and Honours level programmes, and internationally in North America, South East Asia, the Middle East and Europe. He has published over a hundred refereed papers in major journals such as the *European Journal of Marketing*, the *International Journal of Advertising*, the *Journal of Macromarketing*, *Psychology and Marketing*, *Social Marketing Quarterly*, the *British Medical Journal*, the *British Dental Journal*. His book *Social Marketing: Why Should the Devil have all the Best Tunes?* was published by Butterworth Heinemann in May 2007. In 1997 Prof Hastings became the first Andreasen Scholar in Social Marketing and in 2009 was awarded the OBE for services to health care.

**Brian Jones** is Professor of Marketing at Quinnipiac University. He is Editor of the *Journal of Historical Research in Marketing* and serves as Treasurer and Past President of the Conference on Historical Analysis & Research in Marketing (CHARM) Association. His research has been published in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Historical Research in Marketing*, *Journal of Macromarketing*, *Marketing Theory*, *Journal of International Marketing*, *Psychology & Marketing*, *Accounting History*, and other publications. He is also co-editor, with Mark Tadajewski, of the (2008) three-volume set of readings titled *The History of Marketing Thought*.

**William E. Kilbourne (PhD)** received his degree from the University of Houston in 1973. He is a Professor of Marketing at Clemson University, and his research interests are in materialism, globalization, and environmental issues in marketing. Most recently, his attention has been directed to developing, both theoretically and empirically, the role of a society's Dominant Social Paradigm in environmentally relevant consumption behaviour and in materialistic values. The research agenda

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**Rob Lawson** is Professor of Marketing at the University of Otago, where he has worked for over 20 years. Rob's education and early career were at the universities of Newcastle and Sheffield in the UK and, though he has published over 100 papers across a wide range of topics in marketing, his main area of interest is consumer behaviour. Much of his current work looks at household energy behaviours and understanding the adoption of energy efficient practices and technologies. Most of Rob's teaching is now at graduate level, including extensive PhD supervision. He is the immediate past-president of ANZMAC and was granted Distinguished Membership of the Academy in 2007. He has also worked as

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