The successful completion of this book depended on the support and generosity of many people.

I wish to thank the many academics whose articles, books and other materials I have cited or quoted. It is not possible here to acknowledge everyone by name, but I thank you for all your help and contributions. I am particularly indebted to the following individuals and organisations:

University of Southern Denmark
- Management: the best possible environment for writing and completing this project.
- Colleagues: encouragement and support during the writing process.
- Janne Øe Hobson and Charlotte Lund Hansen: took care of the word processing of my drafts in a highly efficient manner.
- The Library team at the University of Southern Denmark: provided articles and books from sources worldwide.

Case study contributors
- Jon A. J. Wilson, Senior Lecturer in Advertising and Marketing Communications, University of Greenwich, London (contributed to Chapter 6 case study: Saipa).

In the development of this text a number of reviewers have been involved whom I would like to thank for their important and valuable contributions.

I am grateful to my publisher Pearson Education. During the writing process I had the pleasure of working with a team of editors, whom I thank for their encouragement and professionalism in transforming the manuscript into the final book. Especially, I would like to thank Editorial Director Matthew Smith for his encouraging comments during the last part of the process.

Throughout the writing period there has only been one constant in my life – my family. Without them, none of this would have been possible. Thus it is to my three girls – my wife, Jonna, and my two daughters, Nanna and Julie – that I dedicate this book.

Svend Hollensen
Sønderborg, Denmark