Contributors

Simon Anholt is a leading authority on managing and measuring national identity and reputation, and the creator of the field of nation and place branding. He is a member of the UK Foreign Office’s Public Diplomacy Board, and has advised the governments of some 30 other countries from Chile to Botswana, Korea to Jamaica, and Bhutan to the Faroe Islands. He is founding editor of the quarterly journal Place Branding and Public Diplomacy, and author of Another One Bites the Grass; Brand New Justice; Brand America; Competitive Identity: The New Brand Management for Nations, Cities and Regions; and Places: Identity, Image and Reputation. He publishes two major annual surveys, the Anholt Nation Brands Index and State Brands Index. He was awarded the 2009 Nobel Colloquia Prize for Leadership in Economics and Management and is a Parliamentarian of the European Cultural Parliament. For further information, please see www.simonanholt.com.

Adam Arvidsson is Associate Professor of Sociology in the Department of Social and Political Sciences, University of Milano, Italy. He also lectures on creative industries at the Copenhagen Business School, Denmark. He has written on brands, the information economy, and cities and creativity. He is author of Brands: Value and Meaning in Media Culture (Routledge, 2006) and co-author of The Ethical Economy (Columbia University Press, forthcoming, with Nicolai Peitersen). His research interest concerns information economy and new economy forms, creative industries and the economic value of reputation. He works with actics.com, a London-based company that develops peer-based measurement systems for the social impact of companies and organisations and sometimes blogs at the P2P Foundation.

David Bennison is Professor of Retailing and Research Coordinator in the Marketing and Retail Division, Manchester Metropolitan University Business School, UK. His research and teaching interests have focused on retail location and planning issues, and more recently on place marketing. Although primarily concerned with the UK scene, he has continued a life-long specialist interest in retail change in Greece and other Mediterranean and Middle Eastern countries. He has published widely, and has been actively involved in work which seeks to inform both
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public policy and corporate strategies. He has undertaken research for a diverse range of organisations, including B&Q, Tesco Stores, the National Retail Planning Forum, Accessible Retail, the Countryside Agency, P&O Shopping Centres, and Bolton MBC. He is a Senior Fellow of the Institute of Place Management.

Ulrich Ermann is a Researcher at the Leibniz Institute for Regional Geography in Leipzig, Germany. He also lectures at the University of Leipzig. His research interest is located in the intersection of economic and cultural geography, particularly in geographies of consumption and production, commodities and brands. He has written on regional economic circuits and local food labels in Germany, and on fashion markets in Bulgaria.

Henrik Halkier is Professor of Regional and Tourism Studies at the Department of Culture and Global Studies, Aalborg University, Denmark. His main area of research is public policy, including place branding, tourism policy, and knowledge processes in regional economic development. He has published with international editors and journals on regional policy, place branding, and tourism policy, and is currently working on a project on knowledge processes and policies for regional and tourism development and on a comparative study of city branding.

Andrew Harris is a Lecturer in Geography and Urban Studies at University College London, UK. His research focuses on the role of art and artists in processes of urban transformation and the three-dimensional geographies of contemporary cities. He is currently undertaking ESRC-funded research on the construction and maintenance of flyovers and skywalks in Mumbai.

Atle Hauge is a Senior Researcher at the Eastern Norway Research Centre. He has a Ph.D. from the Department of Social and Economic Geography at Uppsala University, and held a postdoctoral position at the University of Toronto from 2007 to 2008. He has worked on several projects on the cultural industries, and his Ph.D. thesis was on the Swedish fashion industry. His research has mainly focused on the interface between the material and the immaterial dimensions of products, with a particular focus on the production of immaterial and symbolic value. In addition, he is interested in regional development and talent attraction and retention.

Peter Jackson is Professor of Human Geography at the University of Sheffield, UK. He is co-author of Making Sense of Men’s Magazines (Polity Press, 2001) and editor of Changing Families, Changing Food
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(Palgrave Macmillan, 2009). His current work focuses on consumer anxieties about food, funded by the European Research Council (for further details, see www.sheffield.ac.uk/conanx).

Johan Jansson is a Lecturer in the Department of Social and Economic Geography at Uppsala University, Sweden. His main research interest is within economic geography, with a theoretical focus on agglomerations, local–global linkages, knowledge flows, creative (urban) milieus, entrepreneurship and branding. These theoretical approaches are employed in research on cultural industries (e.g. design, music, arts), the internet industry, urban milieus and urban branding. He has published books, chapters and articles in international journals within these research areas. He is also engaged as a cultural industries policy adviser and consultant.

Guy Julier is the University of Brighton Principal Research Fellow in Contemporary Design at the Victoria and Albert Museum, London. He was formerly a Director of ‘Leeds. Love It. Share It’, a community interest company dedicated to developing new approaches to regeneration, as well as Professor of Design at Leeds Metropolitan University, UK. He is the author of The Culture of Design (Sage, 2008) and co-editor, with Liz Moor, of Design and Management: Policy, Management and Practice (Berg, 2009). His research ranges across design activism, public policy and economies of design.

Bodo Kubartz is a Consultant and Trend Researcher with interest in the fragrance and cosmetics industry. He holds a Ph.D. in Economic Geography from the University of Oklahoma, US, where he has been an Instructor since 2006. His research interests are brands and branding; socioeconomic geographies of knowledge, learning and innovation; practice-based studies in economic geography; and spaces of creativity. He has published in journals such as Urban Geography, Regional Studies and European Planning Studies and co-authored (with Frank J. Schnitzler) Das grosse Buch vom Parfum (Collection Rolf Heyne, 2011).

Nick Lewis is an economic and political geographer at the University of Auckland. He is interested in the relationships among geographical imaginaries, claims about geographical provenance, and the construction of economic value. He has studied the wine, international education and fashion industries. More widely his interests extend to ideas of ‘post-development’ and post-structural approaches to political economy, especially as they pertain to the work of economic development agencies and initiatives in New Zealand and the Pacific. Nick is heavily involved in projects to promote the social sciences in New Zealand, and
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is Co-Director of the national Building Research Capability in the Social Sciences network.

Celia Lury is Professor of Sociology at Goldsmiths, University of London, UK. She teaches on the MA in Brand Development with Liz Moor at Goldsmiths. She is author of Brains: The Logos of the Global Economy (Routledge, 2004) and Global Culture Industry: The Mediation of Things (with Scott Lash, Polity, 2007) and a new edition of Consumer Culture (Polity and Rutgers Press, 2011). Her research interests include feminism, culture industry, authorship and intellectual property, and topology.

Dominic Medway is a Senior Lecturer and Head of the Marketing Group at Manchester Business School, UK. His research interests bring together his academic roots in geography and marketing, with a particular focus on place marketing and management. The findings of this research have been published in a variety of marketing and geography journals, including European Journal of Marketing, Environment and Planning A, Area and Cities. He welcomes discussion and debate about place marketing research and can be contacted at dominic.medway@mbs.ac.uk. He is also working on a number of other projects, including a study on the development of farm-based business ventures, and an ongoing investigation into the practicalities of undertaking carbon-neutral research.

Liz Moor is Senior Lecturer in Media and Communications at Goldsmiths, University of London, UK. Her research interests are in the area of consumer culture, material culture, design and branding. She is the author of The Rise of Brands (Berg, 2007) and the co-editor (with Guy Julier) of Design and Creativity: Policy, Management and Practice (Berg, 2009).

Nicolas Papadopoulos is Chancellor’s Professor and Professor of Marketing and International Business at the Sprott School of Business of Carleton University in Ottawa, Canada. His research focuses on international strategy and buyer responses to it and includes place images and branding, the role of culture, expansion strategy, and international market systems. He has over 200 publications, including the edited books Product and Country Images (1993) and Marketing from the Trenches (2006), the textbook International Marketing (with Cateora, Gilly and Graham, 3rd edition, McGraw-Hill, 2011), and recent articles in International Business Review, Journal of International Business Studies and Journal of International Marketing. He lectures and consults in North America and Europe, and is a member of six journal editorial boards including the Journal of the Academy of Marketing Science, International Marketing Review and Place Branding and Public Diplomacy.
Cecilia Pasquinelli is a Ph.D. student in management, competitiveness and development at Scuola Superiore Sant’Anna in Pisa, Italy. Her research is on place brand and branding processes and it focuses on socio-economic and political conditions favouring the development of brand networks. She is research assistant at Management and Innovation Lab, Scuola Sant’Anna, where she works on innovation policies for local and regional development, and place marketing. She graduated in economics from Pisa University, Italy, and holds an MA in local and regional development from the Centre for Urban and Regional Development Studies (CURDS), Newcastle University, UK.

Andy Pike is Professor of Local and Regional Development in the Centre for Urban and Regional Development Studies (CURDS), Newcastle University, UK. His research interests are in the geographical political economy of local and regional development. He is widely published in international journals, co-author of *Local and Regional Development* (Routledge, 2006) and co-editor of *Handbook of Local and Regional Development* (Routledge, 2011) (both with Andrés Rodríguez-Pose and John Tomaney). He has undertaken research projects for the OECD, European Commission and national, regional and local organisations. He is currently working on brands and branding geographies, evolution in economic geography and spatial inequalities, spatial economic policy and decentralisation. He is an editor of *Regional Studies* and leads the postgraduate local and regional development programmes in CURDS.

Dominic Power is Professor of Economic Geography at Uppsala University, Sweden. His research is concerned with clustering, regional and industrial competitiveness, and innovation dynamics. His chief focus has been the workings of the cultural economy and industries: in particular the music, design and fashion industries. Most recently he is working on geographies and spaces of positionality and differentiation as competitive strategies within the cultural economy. He has published extensively within these areas. He has worked as a cultural policy adviser and consultant to various Nordic government ministries and authorities in the areas of cultural, innovation and industrial policy.

Polly Russell received her Ph.D. from the University of Sheffield in 2003, funded by an ESRC-CASE award. She is co-author of *Kitchen Revolution* (Ebury Press, 2008) and currently works as a content specialist in the social science division of the British Library, responsible for their wide range of food-related resources.

Ngai-Ling Sum is Senior Lecturer in Politics and International Relations and Co-Director (with Bob Jessop) of the Cultural Political Economy
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Research Centre in Lancaster University, UK. She has research and teaching interests in international political economy, Gramsci and Foucault; globalisation and competitiveness knowledge; and the Pearl River Delta region. She was awarded (with Bob Jessop) the Gunnar Myrdal Prize by the European Association of Evolutionary Political Economy for their co-authored book Beyond the Regulation Approach (2006). She publishes in journals including New Political Economy, Capital and Class, Urban Studies and Economy and Society, as well as edited collections. She was awarded the British Academy BARDA Award for the project Changing Cultures of Competitiveness: China and India between 2008 and 2010.

Anette Therkelsen is Associate Professor of Tourism Studies at the Department of Culture and Global Studies, Aalborg University, Denmark. Her research interests are place branding, tourists’ consumer behaviour, image formation processes and tourism market communication, and she has published internationally on these topics. She is currently working on a project on storytelling and destination branding and on a comparative study of city branding.

Neil Ward is Dean of the Faculty of Social Sciences at the University of East Anglia, UK, and was previously Director of the Centre for Rural Economy at Newcastle University, UK. He is a human geographer by training and is a specialist in agriculture, environmental management and rural development. He is co-author of The Differentiated Countryside (Routledge, 2003), and his recent publications on food and branding include ‘Moral economies of food and geographies of responsibility’ in Transactions of the Institute of British Geographers (2009, with Peter Jackson and Polly Russell).

Gary Warnaby is a Senior Lecturer in Marketing at the University of Liverpool Management School, UK, where he is the Director of Studies for the M.Sc. in consumer marketing. His research interests include the marketing of places (in particular the marketing of towns and cities as retail destinations), town centre management and retailing more generally. Results of this research have been published in academic journals including Environment and Planning A, Journal of Marketing Management, European Journal of Marketing and Local Economy, as well as a variety of professional and trade publications. He is currently working on research projects including the role of architecture in creating differentiation in urban shopping destinations, the role of maps in place marketing, and the co-creation of value from a consumer perspective.