
Contributors

Eric Arnould

Dr Eric Arnould is Professor of Marketing at the Aalto University School of Business and Adjunct Professor at EMLYON France. Eric's research on consumer culture, cultural marketing strategy, services marketing and marketing and development appears in over 90 articles and chapters in major social science and managerial periodicals and books. He has helped legitimize post-positivist inquiry in marketing scholarship. He was recently honored with the awarding of the degree of *doctor honoris causa* from Aalto University School of Business that recognized his work in codifying the field of consumer culture theory. Eric has benefited from teaching at all levels in universities and mentoring doctoral students in a variety of capacities on four continents. He has pursued a career in applied social science since receiving his BA in 1973. While enjoying the challenges of working as a consultant in more than a dozen West African nations between 1975 and 1990, he earned a PhD in Social Anthropology and pursued a postdoctoral fellowship in the Marketing Department (1982–83), all at the University of Arizona.

Gregory J. Ashworth

Gregory J. Ashworth was educated in Geography at the Universities of Cambridge, Reading and London (PhD 1974). He taught at the Universities of Wales, Portsmouth and, from 1979, Groningen, the Netherlands. From 1994, he was Professor of Heritage Management and Urban Tourism in the Department of Planning, Faculty of Spatial Sciences, University of Groningen. His main research interests focused on the interrelations between tourism, heritage and place marketing, largely in an urban context. He authored or edited around 15 books, 100 book chapters and 200 articles. He received honorary life membership of the Hungarian Geographical Society in 1995, an honorary doctorate from the University of Brighton in 2010 and was knighted for his services to Dutch science in 2011.

Søren Askegaard

Søren Askegaard is Professor of Marketing at the University of Southern Denmark. He has a postgraduate degree from University of Paris 1 Panthéon-Sorbonne and a PhD in business from Odense University. His research interests lie in the field of consumer culture. Current

research projects include globalism and localisms in consumer culture and branding and ideologies of food and health. He has received three major Danish research awards. He has published in international peer-reviewed journals such as *Consumption Markets and Culture*, *European Journal of Marketing*, *International Business Review*, *Journal of Consumer Behaviour*, *Journal of Consumer Culture*, *Journal of Consumer Research*, *Journal of Macromarketing*, *Journal of Marketing Management*, *Marketing Theory*, *Qualitative Market Research* and *Psychology and Marketing* as well as in numerous anthologies. From 2008 to 2014 he was an associate editor at the *Journal of Consumer Research*, one of the world's leading journals. He is co-author of a leading European textbook in consumer behavior and a founder of the university–business collaboration project Brand Base. He is the creator and current director of the study programme in Market and Management Anthropology and general secretary of the global Network of International Business and Economics Schools (NIBES).

Stephen Brown

Professor of Marketing Research at Ulster University, Stephen Brown has written numerous books including *Postmodern Marketing* (Routledge, 1995), *Free Gift Inside* (Capstone, 2003) and *Brands & Branding* (Sage, 2016). His papers have been published in the *Journal of Marketing*, the *Journal of Consumer Research*, the *Harvard Business Review* and many more besides.

Adriana Campelo

Adriana Campelo holds a PhD in Marketing Management from the University of Otago in New Zealand, a Master's in Management from the Federal University of Bahia in Brazil, a Specialization in Economics from the University Unifacs in Brazil and a Law Degree from the Catholic University of Salvador in Brazil. She was a lecturer and researcher in marketing at Cardiff Business School in the UK from 2012 to 2015. She has published in international peer-reviewed journals such as *Journal of Travel Research*, *Journal of Macromarketing* and *Journal of Marketing Management*. Her research interests include place marketing and consumer behavior. She is particularly interested in uses of marketing and branding for economic development and urban regeneration. Currently, Adriana is Special Advisor for the Municipal Government of Salvador and Former Deputy Secretary for Economic Development, Labour and Employability for the city of Salvador in Brazil. Also, she is Dissertation Advisor for Management Degree Programme at the University of Liverpool Online in the UK.

Dannie Kjeldgaard

Dannie Kjeldgaard, PhD, is a Professor of Marketing in the Consumption, Culture and Commerce group at SDU. Dannie's work mainly focuses on change processes of market-based glocalization in domains such as place branding, branding, media and identity construction, global consumer segments, ethnicity and qualitative methodology. His research is published in *Journal of Consumer Research*, *Journal of Consumer Behaviour*, *Consumption Markets and Culture*, *Marketing Theory*, *Journal of Macromarketing* and several anthologies. Dannie is editor-in-chief of the journal *Consumption Markets and Culture*.

Maria Lichrou

Maria Lichrou is a Lecturer in Marketing at the Kemmy Business School, University of Limerick. She focuses on the marketing and consumption of place, drawing on narrative and critical marketing perspectives. Her work has been published in the *Journal of Strategic Marketing*, the *Journal of Marketing Management*, *Place Branding and Public Diplomacy*, and *Tourism and Hospitality Planning and Development*. She is on the editorial board of *Tourism and Hospitality Research*.

Dominic Medway

Dominic Medway is a Professor of Marketing in the Institute of Place Management at Manchester Metropolitan University. Dominic's work is primarily concerned with the complex interactions between places, spaces and those who manage and consume them, reflecting his academic training as a geographer. He is extensively published in a variety of leading academic journals, including *Environment and Planning A*, *Tourism Management*, *Journal of Environmental Psychology*, *Cities*, *European Journal of Marketing* and *Marketing Theory*.

Killian O'Leary

Killian O'Leary is a doctoral researcher at the Kemmy Business School, University of Limerick. His work is situated within Consumer Culture Theory. The context of his thesis is Irish Road Bowling allowing him to consider the production and consumption of space, the nature of brand communities and the role of gambling practices.

Lisa O'Malley

Lisa O'Malley is Head of Department of Management and Marketing at the Kemmy Business School, University of Limerick. Lisa has published widely on marketing and consumption and her work has appeared in the *Journal of Business Research*, *Marketing Theory*, *European Journal of Marketing*, *Service Industries Journal*, *Journal of Marketing Management*

and the *Journal of Strategic Marketing*. She is on the editorial boards of the *Journal of Marketing Management* and *Marketing Theory*.

Eduardo Oliveira

Eduardo Oliveira holds a PhD in spatial sciences from the Department of Spatial Planning, Faculty of Spatial Sciences, University of Groningen (NL) (2012–16). In his PhD thesis, he brings together place branding and strategic spatial planning, particularly at the regional scale. His work appears in journals such as *Journal of Place Management and Development*, *European Planning Studies* and *Regional Studies*, *Regional Science*. Eduardo, at the present, is a postdoctoral researcher at the Swiss Federal Research Institute WSL in Zurich, Switzerland. He integrates the CONCUR project team and devotes special attention to the effectiveness of territorial governance in strategic spatial plan making and plan implementation and how strategic spatial plans impacts land use change in urban regions.

Christopher J. Parker

Christopher J. Parker is a design lecturer at the University of Manchester with a PhD in Human Factors; titled ‘A Human Factors Perspective on Volunteered Geographic Information’. His current research focuses on the emotions and values of customers in e-commerce, and how this can be more enjoyable, engaging, and profitable for the retailer.

Cecilia Pasquinelli

Cecilia Pasquinelli is a postdoctoral research fellow at the Gran Sasso Science Institute in L’Aquila, Italy. She previously worked in the Department of Social and Economic Geography at Uppsala University, Sweden. She received her PhD in Management, Competitiveness and Development from the Institute of Management at Scuola Superiore Sant’Anna in 2012. She has experience as a consultant on place marketing and foreign direct investment promotion. She is associate editor of the *Journal of Place Management and Development*. Her research interests include place branding, place of origin and the economic geography of brands and branding, cultural economy, local and regional development and urban tourism. Her work has been published in international journals including *Urban Studies*, *Cities*, *Local Economy*, *Environment Planning Studies*, *Urban Research and Practice* and *Place Branding and Public Diplomacy*.

Maurice Patterson

Maurice Patterson has been an active researcher for the past 24 years and a Lecturer in Marketing at the Kemmy Business School, University of Limerick. He specializes in consumer culture, marketing communications and marketing theory. He has co-written two textbooks, and his publica-

tions have appeared in *Consumption Markets and Culture*, the *European Journal of Marketing*, the *Journal of Marketing Management*, *Marketing Theory*, *Psychology and Marketing* and a variety of other journals. He is on the editorial board of the *Journal of Marketing Management*.

Helle Dalsgaard Pedersen

Helle Dalsgaard Pedersen is currently pursuing her PhD with the Department of Culture and Global Studies at Aalborg University, Denmark. She holds a Master's degree in Culture, Communication and Globalization (2009) and she is a member of the research groups TRU (Tourism Research Unit) and Culture and Consumption. She has published in the *Journal of Consumer Culture* and co-authored a book chapter. The title of her dissertation is 'How Place becomes My Place – An Explorative Study On Young People's Relationship to the Peripheral Places of Their Origin and on the Ways in Which Place Attachment Are Practiced and Socially Constructed'. She specializes in qualitative analysis of the relationship between place attractiveness, human capital and regional development in Danish peripheral settings. Her general research interests revolve around issues of belonging, human geography, place branding, consumption, mobility and constructions of centre–periphery.

Kathryn Swanson

Dr Kathryn Swanson is a researcher at the Alliance Manchester Business School at the University of Manchester. Her research interests include tourists' relationships with destinations and their brands. Prior to joining the Alliance Manchester Business School, she worked in industry positions in marketing, business development, and communications, most recently for the Walt Disney Company. Her work has been published in academic journals and books on management, and she has presented her research findings to academics and practitioners at tourism, marketing and consumer research and psychology conferences.

Anette Therkelsen

Anette Therkelsen, PhD, is Associate Professor, Department of Culture and Global Studies, Aalborg University, Denmark. Her PhD dissertation dealt with tourists' image formation processes and its implications for tourism marketing. This research interest has subsequently laid the foundation for her two lines of research: tourists' experiences, decision-making and identity formation; and place branding issues in terms of stakeholder relations and communicative strategies. She has published widely within these fields of research in the past 15 years. She has been the principal investigator (PI) of a number of research projects conducted

in cooperation with tourism organizations, and she is presently heading a project on innovation in coastal tourism. In addition, Anette has been one of the founders of the Master's programme in tourism and of the Tourism Research Unit (TRU) at Aalborg University.

Gary Warnaby

Gary Warnaby is Professor of Retailing and Marketing in the Institute of Place Management at Manchester Metropolitan University. His research interests focus on the marketing of places and retailing. Results of this research have been published in various academic journals in both the management and geography disciplines, including *Environment and Planning A*, *Journal of Business Research*, *Journal of Marketing Management*, *Marketing Theory*, *Consumption Markets and Culture*, *European Journal of Marketing*, *International Journal of Management Reviews*, *Area*, *Cities* and *Local Economy*. He is co-author of *Relationship Marketing: A Consumer Experience Approach*, co-editor of *Rethinking Place Branding* and has contributed to numerous edited books.