About the editors

Professor Ian Fillis is Professor of Entrepreneurship at Liverpool John Moores University, UK. He is a leading entrepreneurial small business researcher, with other research interests in creativity, arts marketing and consumer research. He has built an extensive international research network, extending to Europe, North America and Australia where he is currently engaged in a number of funded research projects on arts and entrepreneurial marketing. His research output includes over one hundred single and jointly authored refereed papers. Ian was Principal Investigator of an AHRC funded Cultural Value project and has also secured funding from the ESRC, Scottish Enterprise, Scottish Arts Council and the Arts Council England. He has been Visiting Distinguished Thought Leader at the University of South Australia, University of Tasmania Distinguished Visitor and the Bowater Visiting Research Fellow, Deacon University.

Dr Nicholas Telford is Lecturer in Business and Enterprise at the University of the West of Scotland, UK where he is deputy programme leader for the MBA (London Campus) and has been recently re-elected to the university's Senate. With a background in the arts and humanities he has developed – among others – interests in the creative entrepreneur and small and medium-sized enterprise (SME) marketing which led to his PhD research into personal branding narratives within the Scottish craft sector. Nicholas currently serves on the Academy of Marketing's Executive Committee as Treasurer.