

LIST OF CONTRIBUTORS

<i>Stephen Brown</i>	Ulster Business School, University of Ulster, Jordanstown, Northern Ireland
<i>Robin Canniford</i>	Department of Management and Marketing, University of Melbourne, Melbourne, VIC, Australia
<i>Zuzana Chytкова</i>	University of Economics, Prague, Czech Republic
<i>Amanda Earley</i>	Schulich School of Business, Department of Marketing, York University, Toronto, ON, Canada
<i>Sue Eccles</i>	The Media School, Bournemouth University, Bournemouth, UK
<i>Anu Helkkula</i>	Hanken School of Economics, Helsinki, Finland
<i>Soonkwan Hong</i>	School of Business and Economics, Michigan Technological University, Houghton, MI, USA
<i>Aimee Dinnin Huff</i>	Richard Ivey School of Business, University of Western Ontario, London, ON, Canada
<i>Rebecca Jenkins</i>	The Media School, Bournemouth University, Bournemouth, UK
<i>Carol Kelleher</i>	Cranfield School of Management, Cranfield University, Bedford, UK and University College Cork, Cork, Ireland
<i>Dannie Kjeldgaard</i>	University of Southern Denmark, Odense, Denmark

<i>Emma Lindblad</i>	Centre for Fashion Studies, Stockholm University, Stockholm, Sweden
<i>Susanna Molander</i>	Stockholm University School of Business, Stockholm, Sweden
<i>Mike Molesworth</i>	The Media School, Bournemouth University, Bournemouth, UK
<i>Vanisha Narsey</i>	Department of Marketing, University of Auckland Business School, Auckland, New Zealand
<i>Jacob Ostberg</i>	Centre for Fashion Studies, Stockholm University, Stockholm, Sweden
<i>Cristel A. Russell</i>	The University of Auckland Business School, Auckland, New Zealand
<i>Sofia Ulver-Sneistrup</i>	Department of Business Administration, Lund University, Lund, Sweden
<i>Anu Valtonen</i>	Department of Social Sciences, University of Lapland, Rovaniemi, Finland
<i>Ekant Veer</i>	Department of Management, College of Business and Economics, University of Canterbury, Christchurch, New Zealand
<i>Andrew Whalley</i>	Royal Holloway University of London, Egham Hill, Egham, UK