

## PUBLICATION LINKS

John F. Sherry, Jr.

### 2008

Ethnography Goes to Market, *American Anthropologist* 110(1): 73-76. ([Pdf File](#))

The Ethnographer's Apprentice: Trying Consumer Culture from the Outside In, in *Journal of Business Ethics*, 80:85-95. ([PDF File](#))

Conceptual Blending in Advertising (with Annamma Joy and Jonathan Deschenes), *Journal of Business Research*. ([PDF File](#))

### 2007

*Consumer Culture Theory*, Vol. 11 of *Research in Consumer Behavior (with Russell Belk)*, Oxford: Elsevier.

Comedy of the Commons: Nomadic Spirituality at Burning Man (with Robert Kozinets), in *Consumer Culture Theory*, Vol. 11 of *Research in Consumer Behavior (with Russell Belk)*, Oxford: Elsevier, 119-147. ([PDF File](#))

Fruit Flies Like a Banana (Or, When Ripeness is All): A Meditation on Markets and Timescapes, in F. Dansereau & F.J. Yammarino (Eds.), *Research in Multi-Level Issues*, Vol. 6. Oxford, UK: Elsevier, 331-337. ([PDF File](#))

Review of Grant McCracken (2005) *Culture and Consumption II: Markets, Meaning and Brand Management*, *Museum Anthropology* 30 (2): 240-245. ([PDF File](#))

### 2006

Creating a Market Orientation: A Longitudinal, Multi-Firm, Grounded Analysis of Cultural Transformation (with Gary Gebhardt and Gregory Carpenter), *Journal of Marketing* 70 (October), 37-55. [Winner of MSI/H. Paul Root Award for contribution to marketing practice, 2007] ([PDF File](#))

Sporting Sensation, *Senses & Society* 1 (2), 245-248. ([PDF File](#))

Fielding Ethnographic Teams: Strategy, Implication and Evaluation, in *Handbook of Qualitative Methods in Marketing and Consumer Research*, ed. Russell Belk, Northampton, MA: Elgar Press, 268-276. ([PDF File](#))

Writing It Up, Writing It Down: Reflexivity-in Accounts of Consumer Behavior (with Annamma Joy, Gabriele Troilo and Jonathan Deschenes), in *Handbook of Qualitative Methods in Marketing and Consumer Research*, ed. Russell Belk, Northampton, MA: Elgar Press, 345-360. ([PDF File](#))

Agents in Paradise: Experiential Co-Creation through Emplacement, Ritualization and Communitas (with Robert Kozinets and Stefania Borghini), in *Consuming Experiences*, eds. Antonella Caru and Bernard Cova, London: Routledge, 17-33. ([PDF File](#))

## 2005

Welcome to the Black Rock Cafe (with Robert Kozinets) in *Afterburn: Essays on Burning Man*, eds. Mark Van Proyen and Lee Gilmore, Albuquerque, NM: University of New Mexico Press, 87-106. ([PDF File](#))

We Might Never Be Post-Sacred: A Tribute to Russell Belk on the Occasion of His Acceptance of the Converse Award, in *The Sixteenth Paul D. Converse Symposium*, eds. Abbie Griffin and Cele Otnes, Chicago: American Marketing Association, 67-77. ([PDF File](#))

Brand Meaning, in *Kellogg on Branding*, eds. T. Calkins and A. Tybout, New York: John Wiley, 40-69. ([PDF File](#))

Roundtable on Advertising as a Cultural Form (with Linda Scott, Edward McQuarrie and Melanie Wallendorf), *Advertising and Society Review* 6 (4),1-23. ([PDF File](#))

## 2004

Ludic Agency and Retail Spectacle

(with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence), *Journal of Consumer Research*, 31 (3): 658-672 ([PDF File](#))

Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benet DeBerry-Spence), *Journal of Consumer Psychology*, 14 (192), 151-158.

Framing Considerations in the PRC: Creating Value in the Contemporary Chinese Art Market (with Annamma Joy) in *CMC: Consumption, Markets and Culture*, 7 (9), 307-348 ([PDF File](#))

Culture, Consumption and Marketing: Retrospect and Prospect, in *Elusive Consumption. Tracking New Research Perspectives*, eds. Karin Ekstrom and Helene Brembeck, New York: Berg, 45-64. ([PDF File](#))

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Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning (with Robert Kozinets and Stephen Brown), *Journal of Marketing*, 67 (3), 19-33. ([PDF File](#))

Speaking of Art as Embodied Imagination: A Multi-Sensory Approach to Understanding Aesthetic Experience (with Annamma Joy), *Journal of Consumer Research*, 30 (2), 259-282. ([PDF File](#))

Disentangling the Paradoxical Alliances between Art Market and Art World (with Annamma Joy), *CMC: Consumption, Markets and Culture* 6 (3), 155-182. ([PDF File](#))

Sell Me the Old, Old Story: Retromarketing Management and the Art of Brand Revival (with Stephen Brown and Robert Kozinets), *Journal of Customer Behavior* 2 (2), 133-147. ([PDF File](#))

*Time, Space, and the Market: Retrosapes Rising* (with Stephen Brown), NY: M.E. Sharpe.

Besppectacled and Bespoken: The View from Throne Zone and Five O'Clock and Head, in *Time, Space, and the Market: Retrosapes Rising*, NY: M.E. Sharpe, 19-34. ([PDF File](#))

Past is Prologue: Retrosapes in Retrospect, in *Time, Space, and the Market: Retrosapes Rising*, NY: M.E. Sharpe, 313-320. ([PDF File](#))

Sacred Iconography in Secular Space: Altars, Alters, and Alterity at the Burning Man Project (with Robert Kozinets), in *Contemporary Consumption Rituals: A Research Anthology*, eds. Cele Otnes and Tina Lowrey, NJ: Lawrence Erlbaum, 291-311. ([PDF File](#))

Dancing on Common Ground: Exploring the Sacred at Burning Man (with Robert Kozinets) in *Rave and Religion*, ed. Graham St. John, New York: Routledge, 287-303. ([PDF File](#))

A Word From Our Sponsor: Anthropology, in *Advertising Anthropology*, eds. Timothy Malefyt and Brian Moeran, New York: Berg, xi-xiii. ([PDF File](#))

## 2002

A Role for Poetry in Consumer Research (with John Schouten), *Journal of Consumer Research*, 29 (1): 218-234. ([PDF File](#))

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Foreword: Ethnography, Design and Consumer Experience: An Anthropologist's Sense, in *Creating Breakthrough Ideas*, eds. Susan Squires and Brian Byrne, NY: Greenwood Publishing Group. ([PDF File](#))

## 2001

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Distraction, Destruction, Deliverance: The Presence of Mindscape in Marketing's New Millennium, *Marketing Intelligence and Planning*, 18 (6-7), 328-336. ([PDF File](#))

Qualitative Inquiry in Marketing and Consumer Research (with Robert Kozinets), in *Kellogg on Marketing*, ed. Dawn Iacobucci, New York: John Wiley, 165-194. ([PDF File](#))

Place, Technology, and Representation, *Journal of Consumer Research*, 27 (2), 273-278. ([PDF File](#))

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Presidential Column, *ACR Newsletter* (September), 2-3

Presidential Column, *ACR Newsletter* (December), 2-3

## 1996

Reflections on Giftware and Giftcare: Whither Consumer Research? in *Gift Giving: An Interdisciplinary Anthology*, eds. Cele Otnes and Richard Beltrami, Bowling Green, KY: Popular Press, 217-227. ([PDF File](#))

Review of Roger Silverstone (1994), *Television and Everyday Life*, *Visual Anthropology*, 9: 203-204. ([PDF File](#))

Review of Russell Belk, Nikhilesh Dholakia and Alladi Venkatesh, eds. (1996), *Consumption and Marketing: Macro Dimensions*, *Journal of Macromarketing*. ([PDF File](#))

## 1995

*Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook*, Thousand Oaks, CA: Sage. ([PDF File](#))

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Giving Voice to the Gift: The Use of Projective Techniques to Recover Lost Meanings (with Mary Ann McGrath and Sidney Levy), *Journal of Consumer Psychology*, 2 (1): 171-191. [Reprinted in *Brands, Consumers, Symbols, and Research: Sidney J. Levy on Marketing*, compiled by Dennis Rook, Thousand Oaks, CA.: Sage, 422-439]. ([PDF File](#))

The Dark Side of the Gift (with Mary Ann McGrath and Sidney Levy), *Journal of Business Research*, 28 (3): 225-244.

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## POETRY

## 2007

Philosopher's Thwart Bag, in *Consumer Culture Theory*, Vol. 11 of *Research in Consumer Behavior*, eds. Russell Belk and John F. Sherry, Jr. Oxford: Elsevier, 443. ([PDF File](#))

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