

VITA
John F. Sherry, Jr.

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102B Mendoza College of Business
University of Notre Dame
Department of Marketing
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EDUCATION

Ph.D. University of Illinois, Urbana-Champaign
Anthropology, 1983

M.A. University of Illinois, Urbana-Champaign
Anthropology, 1978

B.A. University of Notre Dame
English; Anthropology, 1974
(with high honors)

DISTINCTIONS

- *Sigma Xi*
- *Beta Gamma Sigma*
- Fellow, American Anthropological Association
- Fellow, Society for Applied Anthropology
- President, Association for Consumer Research (1998)
- American Marketing Association
Doctoral Consortium Faculty (1987; 1992; 1995; 1996; 2007; 2010)
- Best Article Award,
Journal of Consumer Research (1989-1991)
- First Prize, Poetry Competition
Society for Humanistic Anthropology (1991)
- William R. Davidson Award (Honorable Mention)
Journal of Retailing (2004; 2011)
- MSI/H. Paul Root Award
Journal of Marketing (2006)
- MSI/Robert D. Buzzell Award
MSI Working Paper Series (2008)
- Emerald Management Reviews Citation of Excellence Award (2010)
- Herrick Chair (2005-present)
- Jacobs Research Chair (1998; 2001; 2004)
- Kraft Research Chair (1992)
- Clewett Research Chair (1990)
- McManus Research Professorship (1988, 1991, 2000)
- General Foods Research Professorship (1986)
- University of Illinois Fellow
- Notre Dame Scholar

EXPERIENCE *(Selected and Concurrent)*

Academic:

- 2005-present University of Notre Dame, Notre Dame, Indiana, Mendoza College of Business, Marketing Department.
Ray W. and Kenneth G. Herrick Professor of Marketing;
Chairman of the Marketing Department.
Course Responsibilities: Culture Consumption and Marketing; Qualitative Marketing Research; Undergraduate Research Supervision
- 1993-2005 Northwestern University, Evanston, Illinois, J.L. Kellogg Graduate School of Management, Marketing Department.
Professor.
Course Responsibilities: Culture, Consumption and Marketing; International Marketing; Postmodern Consumer Research; Contextual Inquiry and Consumer Experience.
Executive Programs: Consumer Marketing Strategy; Building, Leveraging and Rejuvenating Your Brand; Executive Development.
Concurrent Affiliations: Northwestern Center for the Study of US - Japan Relations; Northwestern Center for International Business Development; Northwestern University International Studies Program Governing Committee; Center for International and Comparative Studies.
- 1993 Northwestern University, Evanston, IL, J.L. Kellogg Graduate School of Management, Marketing Department,
Co-Contributor and Instructor, Eastern European Teachers Program.
- 1990-1993 Northwestern University, Evanston, Illinois. J.L. Kellogg Graduate School of Management, Marketing Department.
Associate Professor.
Course responsibilities: Marketing Behavior; International Marketing; Postmodern Consumer Research. Executive Programs: Academic Co-Director, International Marketing Strategy. Concurrent affiliations: Northwestern Center for the Study of US -Japan Relations; Northwestern University Center for International Business Development.
- 1992 Sasin Graduate Institute of Business Administration, Chulalongkorn University, Bangkok, Thailand.
Visiting Professor.
Course responsibilities: International Marketing; Marketing for International Enterprises.
- 1990 Katholieke Universiteit, Leuven, Belgium, Department of Applied Economics.
Visiting Professor.
Course responsibilities: International Marketing.

- 1984-1990 Northwestern University, Evanston, Illinois. J.L. Kellogg Graduate School of Management, Marketing Department.
Assistant Professor.
Course responsibilities: Marketing Behavior, International Marketing.
Concurrent affiliations: Northwestern University Program on Ethnography and Public Policy; Northwestern University Center for the Study of U.S. Japan Relations.
- 1982-1984 University of Florida, Gainesville, Florida. College of Business Administration, Marketing Department.
Visiting Assistant Professor.
Course responsibilities: Consumer Behavior; International Marketing.
Concurrently on the faculty of the following University Centers: Center for Consumer Research, Center for International Economic and Business Studies, Center for Alcohol Research (UF Health Center), Center for Gerontological Studies.
- 1983 Third Annual American Marketing Association Faculty Consortium. Georgia State University, Atlanta, Georgia. Participant.
- 1982 Northern Illinois University, DeKalb, Illinois. School of Applied Health Professions.
Instructor.
Course responsibilities: Social and Personal Patterns of Alcohol Use.
- 1980-1981 Scott Community College, Davenport, Iowa. Adult Education Division. Instructor.
Course responsibilities: Adult Basic Education.

Service (Extramural):

- 2011 Review Board, International Critical Management Conference, Naples (IT)
Member, Poetry Session Committee, Consumer Culture Theory Conference
Reviewer, Film Festival, ACR
Reviewer, Ethnographic Praxis in Industry Conference (EPIC)
Editorial Board, *Journal of Marketing*
- 2010 Program Committee Member, Annual Conference of the Association for Consumer Research
Co-Director, Consumer Culture Theory Consortium
Program Committee Member, Biennial European ACR Conference
Judge, AMA Doctoral Dissertation Competition
Reviewer, Austrian Science Fund
External Evaluator, Department of Marketing, Bocconi University (IT)
External Evaluator, Elite Research Unit, Department of Management and Marketing, U. Southern Denmark, Odense (DEN)
- 2008 Program Committee Member, Consumer Culture Theory Conference
Judge, Ferber Award, *Journal of Consumer Research*
Reviewer, Economic and Social Research Council (UK)

2007-2008 Reviewer, Film Festival, ACR

2007 Co-Chair, Consumer Culture Theory Conference
 Co-Chair, Doctoral Consortium, Biennial European ACR Conference
 Program Committee Member, Annual Conference of the Association for
 Consumer Research
 Faculty Member, ACR Doctoral Symposium

2006 Co-Founder and Co-Chair, Consumer Culture Theory Conference

2006 Program Committee Member, Biennial European ACR Conference

2002-2008 Faculty Member, ACR Doctoral Symposium

2002 Program Committee Member, Annual Conference of the Association for Consumer
 Research

2000-2009 Editorial Board: *Journal of International Marketing*

2006-2011 Editorial Board: *Journal of Public Policy and Marketing*

1999-2008 Editorial Board: *Journal of Consumer Research*

1999-2011 Editorial Board: *Field Methods*

1999 Program Committee Member, ACR Biennial European Conference
 Judge, MSI Doctoral Dissertation Competition

1998-2011 Member, Editorial Advisory Board, *Monographs of the Journal of Consumer
 Research*

1997 Judge, MSI Doctoral Dissertation Competition

1997-1999 Member, Board of Directors, Association for Consumer Research
 Member, Nominations Committee, Association for Consumer Research

1996-1997 Program Committee Member, Annual Conference of the Association for Consumer
 Research (23rd and 24th meetings)

1996-1999 Executive Committee, Society for Applied Anthropology
 Publications Committee, Society for Applied Anthropology.

1996 Ad hoc reviewer, Fonds FCAR (Québec)

1995-2000 SfAA Interorganizational Relations Coordinating Committee.

1995-2011 Ad hoc reviewer, Social Sciences and Humanities Research Council of Canada
 Editorial Advisory Board, *CMC- Consumption, Markets & Culture*.

1995 Program Committee Member, Fifth International Conference on Marketing and Development

1994-1997 Editorial Board, *Design Issues*

1994-1996 Judge, American Marketing Association Doctoral Dissertation Competition

1993-1997 Associate Editor, *Journal of Consumer Research*

1992 Judge, American Marketing Association Doctoral Dissertation Competition
Ad hoc reviewer, Marketing Science Institute

1992 Vice President, *Journal of Consumer Research, Inc.*

1991-1993 Editorial Review Board, *Journal of Consumer Research.*

1991-1996 Advisory Board, *Anthropological Perspectives.*

1991 Co-Chair, Annual Conference for the Association for Consumer Research

1990-1993 Publications Committee, Association for Consumer Research

1990 Program Committee, Third International Conference on Marketing and Development
Judge, American Marketing Association- Doctoral Dissertation Competition
Program Committee Member, Conference on Family/Household Behavior: Consumption and Production Perspectives

1988-2008 Editorial Review Board: *Journal of International Consumer Marketing*
Journal of Managerial Issues
Ad hoc reviewer, National Science Foundation

1988-1990 Advisory Editor, *Journal of Consumer Research*
Program Committee Member, Annual Conference of the Association for Consumer Research (19th and 20th meetings)

1987-2009 Editorial Review Board, *Journal of Business Research*

1987-1994 Associate Editor, *Marketplace Exchange*
Contributing Editor, *Marketing Signs*

1987 Judge, American Marketing Association Doctoral Dissertation Competition
Track Chairman, American Marketing Association Winter Educators Conference: Alternative Ways of Knowing
Track Chairman, Society for Applied Anthropology Annual Conference: Marketing in Development: The Roles of External and Indigenous Initiatives

1986-1993 Policy Board, *Journal of Consumer Research*

1986-1989 Advisory Council, Association for Consumer Research

- 1985-1986 Program Committee Member, Annual Conference of the Association for Consumer Research (16th and 17th meetings)
Policy Committee Member, International Business Council Mid-America
Task Force Member, Professional Development Committee, National Association for the Practice of Anthropology
- 1983-2011 Ad hoc reviewer for the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Psychology and Marketing*, *International Journal of Research in Marketing*, *Journal of Public Policy and Marketing*, *Journal of Advertising*, *Advances in Nonprofit Marketing*, *Research in Consumer Behavior*, *Research in Marketing*, *Journal of Retailing and Consumer Services*, *CMC*: *Consumption, Markets & Culture*, *American Anthropologist*, *Current Anthropology*, *Human Organization*, *Journal of Contemporary Ethnography*, *Urban Resources*, *City and Society*, *Visual Anthropology*, *Journal of Consumer Culture*, *Journal of International Marketing*, *Journal of the Academy of Marketing Science*, *Economic Anthropology Review*, *Marketing Letters*, *Qualitative Marketing Research*, *Journal of Marketing Management*, *Design Issues*, *Journal of International Consumer Marketing*.
- Session chair, presenter and discussant, Annual Conferences of the Association for Consumer Research, American Marketing Association, American Anthropological Association, and Society for Applied Anthropology.

Service (Intramural):

- 2005-present Chairman, Department of Marketing, University of Notre Dame
- 2009-present Mentor, Building Bridges Program, Multicultural Student Programs & Services
Co-Organizer, BraNDit, Student Advertising and Brand Strategy Agency
- 2009-2010 Full Professor CAP member, Department of Anthropology
- 2007-2011 University of Notre Dame Committees:
Cultural Competence, Department Chairs Survey, ND Forum Working
- 2005-2011 Mendoza Committees:
College Council, Teaching and Learning Committee, CAP, EMBA Committee, MBA Committee
- 2002-2005 KSM Marketing Department Committees:
PhD Program Co-Coordinator
- 1990-2005 KSM Marketing Department Committees:
Globalization, Faculty Recruiting, Internal Evaluation, Faculty Mentoring
KSM Committees:
Internationalization, Diversity, Honor Code, Student Affairs and Activities, Training (Beijing U.), Ad hoc, Mentor, Curriculum Review, Internal Evaluation, Kaplan Chair Search.
NU Committees:
CICS, UFRPTDAP

Clinical:

- 1981-82 Comprehensive Care Corporation, Newport Beach, California. Therapist at Kishwaukee Community Health Services Center Care Unit.
Responsibilities: Individual therapy, group facilitation, crisis intervention, family therapy, outpatient aftercare coordination. Special attention to: consultation and education, program development, and marketing. Interdisciplinary team approach to chemical dependency treatment.
- 1980-81 Center for Alcohol and Drug Services, Davenport, Iowa. Substance Abuse Counselor at Linwood Therapeutic Community.
Responsibilities: Individual therapy and group facilitation.

Industrial:

- 1985 Needham Harper Worldwide, Inc., Chicago, Illinois.
Responsibilities: Visiting Professor, Research Department.
- 1977-81 United Parcel Service, North and South Illinois Districts.
Responsibilities: Utilityman.
- 1978-79 J.M. Jones Company, Urbana, Illinois.
Responsibilities: Warehouseman.

MAJOR RESEARCH AND TEACHING INTERESTS

- Topical**
- Consumer behavior (with emphasis on experiential consumption, holistic branding, informal marketing systems, symbolic communication, creativity, placeways and gift giving);
 - International marketing (including domestic subcultural and multicultural dimensions);
 - Applied research (with emphasis on advertising, brand and category essence, flagship brand stores, organization behavior, and qualitative methods)
- Regional**
- Urban United States, Ireland, United Kingdom, French West Indies, Japan, Belgium, Thailand (funded research conducted in each of these areas).

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- American Anthropological Association
- Society for Applied Anthropology
- Society for the Anthropology of Work
- National Association for the Practice of Anthropology
- Society for Humanistic Anthropology
- Cultural Survival

DISSERTATION

The Management of Blue Collar Alcoholism: An Ethnography of an Industrial Containment System.

PUBLICATIONS

2011

The Marketing Reformation Redux, in *Inside Marketing: Cultures, Ideologies and Practices*, eds. Julien Cayla and Detlev Zwick, London: Oxford University Press, pp. 343-350.

Reflections of a Scape Artist: Discerning Scapus in Contemporary Worlds, forthcoming in *Spirituality and Consumption*, eds. Diego Rinallo, Linda Scott, and Pauline Maclaran, London: Routledge

2010

Street Art, Sweet Art: The Reclamation of Public Place (with Laurel Anderson, Stefania Borghini, and Luca Visconti), *Journal of Consumer Research* 37 (3): 511-529.

Symbiotic Postures of Commercial Advertising and Street Art: Implications for Creativity (with Laurel Anderson, Stefania Borghini, and Luca Visconti), *Journal of Advertising* 39 (3): 115-128.

The Aesthetics of Luxury Fashion, Body and Identity Formation (with Annamma Joy, Alladi Venkatesh and Jonathan Deschenes), *Journal of Consumer Psychology* 20 (4): 459-470.

Rethinking the Relationship between Self and Other: Levinas and Narratives of Beautifying the Body (with Annamma Joy, Gabriele Troilo and Jonathan Deschenes), *Journal of Consumer Culture* 10 (3): 333-361.

Review of Katherine Chen (2009) *Enabling Chaos: The Organization Behind the Burning Man Event*, *Journal of Consumer Culture* 10 (3): 407-409.

2009

American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research (with Nina Diamond, Mary Ann McGrath, Albert Muniz, Stefania Borghini, and Robert Kozinets), *Journal of Marketing* 73 (3): 118-134.

Why Are Themed Brand Stores so Powerful? Retail Brand Ideology at American Girl Place (with Stefania Borghini, Nina Diamond, Robert Kozinets, Mary Ann McGrath, and Albert Muniz), *Journal of Retailing*, 85 (3): 363-375. [Winner of the Emerald Management Reviews Citation of Excellence award, recognizing the article as one of the best 50 research papers from 400 journals (and 15,000 articles) published in 2009.] [Winner of the William R. Davidson Award, Honorable Mention, 2011]

Conceptual Blending in Advertising (with Annamma Joy and Jonathan Deschenes),
Journal of Business Research, 62 (1): 39-49.

Perceiving Images and Telling Tales: A Visual and Verbal Analysis of the Meanings of the Internet
(with Annamma Joy, Alladi Venkatesh and Jonathan Deschenes), *Journal of Consumer Psychology* 19: 556-566.

Explorations in Consumer Culture Theory (with Eileen Fischer), London: Routledge

Allomother as Image and Essence: Animating the American Girl Brand (with Stefania Borghini, Albert Muniz, Mary Ann McGrath, Nina Diamond and Robert Kozinets), *Explorations in Consumer Culture Theory*, eds. John F. Sherry, Jr. and Eileen Fischer, London: Routledge, pp. 137-149.

Leaving Black Rock City, *Studies in Symbolic Interaction*, Vol. 33: 459-464.

The Work of Play at American Girl Place, in *Social Psychology Quarterly* 72 (3): 199- 202.

2008

Ethnography Goes to Market, *American Anthropologist* 110(1): 73-76.

The Ethnographer's Apprentice: Trying Consumer Culture from the Outside In, *Journal of Business Ethics* 80: 85-95.

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.

Review of Grant McCracken (2005) *Culture and Consumption II: Markets, Meaning and Brand Management*, *Museum Anthropology* (<http://museumanthropology-wordpress.com/2007/10/01/mar-2007-2-121>)

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.

Apposite Anthropology and the Elasticity of Ethnography, in *Doing Anthropology in Consumer Research*, eds Patricia Sunderland and Rita Denny, Walnut Creek, CA: LeftCoast Press, 89-92.

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, 2006.] Excerpted in *Essential Readings in Marketing: New Advances in 2006 2010* (2010), eds. Ruth Bolton and Ross Rizley, Cambridge, MA: Marketing Science Institute.

Sporting Sensation, *Senses & Society* 1 (2), 245-248.

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.

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.

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.

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.

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.

Brand Meaning, in *Kellogg on Branding*, eds. T. Calkins and A. Tybout, New York: John Wiley, 40-69.

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

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

Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét 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.

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.

2003

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.

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.

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

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.

Time, Space, and the Market: Retrospectives Rising (with Stephen Brown), NY: M.E. Sharpe.
[Named one of the Best Business Books of 2003 by *Library Journal*.]

Bespoked and Bespoken: The View from Throne Zone and Five O'Clock and Head, in *Time, Space, and the Market: Retrospectives Rising*, NY: M.E. Sharpe, 19-34.

Past is Prologue: Retrospectives in Retrospect, in *Time, Space, and the Market: Retrospectives Rising*, NY: M.E. Sharpe, 313-320.

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.

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.

A Word From Our Sponsor: Anthropology, in *Advertising Anthropology*, eds. Timothy Malefyt and Brian Moeran, New York: Berg, xi-xiii.

2002

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

Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence) *Journal of Retailing* 78: 17-29. [Winner of the William R. Davidson Award, Honorable Mention, 2004] Reprinted in *Räume des Konsums. Über den Funktionswandel von*

Räumlichkeit im Zeitalter des Konsumismus (2007), Kai-Uwe Hellmann / Guido Zurstiege (Hrsg.), Wiesbaden: VS Verlag, 87-118.

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

2001

Being in the Zone: Staging Retail Theatre at ESPN Zone Chicago (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benet DeBerry-Spence), *Journal of Contemporary Ethnography*, 30 (4), 465-510.

Postmodern Marketing: A Primer for Managers, *Diamond Harvard Business Review*, 6 (June), 98-105.

Sometimes Leaven with Levin: A Tribute to Sidney J. Levy on the Occasion of His Receiving the Converse Award, in *The Fifteenth Paul D. Converse Symposium*, eds. Abbie Griffin and James Ness, Chicago: American Marketing Association, 54-63.

2000

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

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

Place, Technology, and Representation, *Journal of Consumer Research*, 27 (2), 273-278.

Foreword: The Semiotic Shape of Customer Experience, in *Semiotics, Marketing and Communication: Beneath the Signs, the Stagecraft*, Jean-Marie Floch (trans. Robin Orr-Bodkin), London: MacMillan Press.

1998

Servicescapes: The Concept of Place in Contemporary Markets, Chicago: NTC Business Books.

The Soul of the Company Store: Nike Town Chicago and the Emplaced Brandscape, in *Servicescapes: The Concept of Place in Contemporary Markets*, ed. John F. Sherry, Jr., Chicago: NTC Business Books, 109-150. Reprinted in part in *Reading Retail. A Geographical Perspective on Retailing and Consumption Spaces*, (2002), Neil Wrigley and Michelle Lowe, NY: Oxford University Press, 183-184.

Understanding Markets as Places. An Introduction to Servicescapes, in *Servicescapes: The Concept of Place in Contemporary Markets*, ed. John F. Sherry, Jr., Chicago: NTC Business Books, 1-24.

Foreword: Returning Cultural Propriety to Commerce, in *Beyond Agenda: Commerce, Culture and Social Responsibility*, Reeves - Ellington, Richard and Adele Anderson, Lewiston, NY: Edwin Mellon Press, xiii-xv.

Presidential Column, *ACR Newsletter* (March), 3-4

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

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.

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

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

1995

Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook, Thousand Oaks, CA: Sage.

Marketing and Consumer Behavior: Into the Field, in *Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook*, Thousand Oaks, CA: Sage. 3-49.

Monadic Giving: Anatomy of Gifts Given to the Self (with Mary Ann McGrath and Sidney Levy), in *Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook*, Thousand Oaks, CA: Sage, 399-432.

Anthropology of Marketing: Retrospect and Prospect, in *Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook*. Thousand Oaks, CA: Sage, 435-445.

Bottomless Cup, Plug in Drug: A Telethnography of Coffee, *Visual Anthropology*, 7 (4): 355-374.

1994

Postmodernism, Marketing, and the Consumer (with A.F. Firat and A. Venkatesh), Special Issue, Pt. 2, *International Journal of Research in Marketing*, 11 (4).

Postmodernism, Marketing and the Consumer (with A.F. Firat and A. Venkatesh), *International Journal of Research in Marketing*, 11 (4): 311-316.

1993

An Ethnographic Study of an Urban Periodic Marketplace: Lessons from the Midville Market (with Mary Ann McGrath and Deborah Heisley), *Journal of Retailing* 69 (3): 280-319.

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].

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

Having and Being Had: A Review Essay on the Cultural Psychology of Material Possessions, *Journal of Macromarketing*, 13 (2): 75-78

Postmodernism, Marketing, and the Consumer (with A.F. Firat and A. Venkatesh), Special Issue, *International Journal of Research in Marketing*, 10 (3).

Postmodernism and the Marketing Imaginary (with A.F. Firat and A. Venkatesh), *International Journal of Research in Marketing*, 10 (3): 215-223.

A Cultural Perspective of International Marketing, in *Sasin GIBA Yearbook*.

When You Get Right Down to It, Marketing Is Myth..., *Growth & Discovery* 1 (2): 2

1992

Disposition of the Gift and Many Unhappy Returns (with Mary Ann McGrath and Sidney Levy), *Journal of Retailing*, 68 (1): 40-65.

Advances in Consumer Research, Vol. 19 (with Brian Sternthal), Provo, UT: Association for Consumer Research.

1991

Postmodern Alternatives: The Interpretive Turn in Consumer Research. In *Handbook of Consumer Behavior*, eds. Thomas Robertson and Harold Kassarian, Englewood Cliffs, NJ: Prentice Hall, 548-591.

Review of Helen Schwartzman (1989), *The Meeting: Gatherings in Organizations and Communities*, *Administrative Science Quarterly*, 36 (4): 679-681.

To Everything There Is a Season: A Photoessay of a Farmers' Market (with Deborah Heisley and Mary Ann McGrath), *Journal of American Culture*, 14 (3): 53-79. [Reprinted in *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, ed. Russell Belk, Provo, UT: Association for Consumer Research, 141-166.]

Collecting in a Consumer Culture (with Russell Belk, Melanie Wallendorf and Morris Holbrook). In *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, ed. Russell Belk, Provo, UT: Association for Consumer Research, 178-215.

The Delivery and Consumption of Vacation Performances (with Jeffrey Durgee and Morris Holbrook). In *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, ed. Russell Belk, Provo, UT: Association for Consumer Research, 13 1-140.

1990

A Sociocultural Analysis of a Midwestern American Flea Market, *Journal of Consumer Research*, 17 (1): 13-30.

Dealers and Dealing in a Periodic Market: "Informal" Retailing in Ethnographic Perspective, *Journal of Retailing*, 66 (2): 174-200.

1989

The Sacred and Profane in Consumer Behavior: Theodicy on the Odyssey (with Russell Belk and Melanie Wallendorf), *Journal of Consumer Research* 16 (1): 1-38 [Winner of Best Article Award, *JCR* 1989-1991.] Reprinted in *Perspectives in Consumer Behavior*, 4th Edition, eds. H. Kassarian and T. Robertson, Englewood Cliffs, N.J.: Prentice Hall, 511-562. Also reprinted in *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, ed. Russell Belk, Provo, UT: Association for Consumer Research, 59-101 and in *Consumer Behaviour*, ed. Margaret Hogg, London: Sage, 2005. Also reprinted in *Comportment du Consommateur: Presentation de Textes Choisis* (Consumer Behavior: Presentation of Selected Articles), France: Econdaica, and in *Consumer Behavior II: The Meaning of Consumption* (2006), Margaret Hogg, ed., Thousand Oaks: Sage Publications, Vol. VI, Chapter 31, 1-64. Also excerpted in *Essential Readings in Marketing* (2006), eds. Leigh McAlister, Ruth Bolton, and Ross Rizley, Cambridge, MA: Marketing Science Institute.

Unpacking the Holiday Presence: A Comparative Ethnography of Two Gift Stores (with Mary Ann McGrath). In *Interpretive Consumer Research*, ed. Elizabeth Hirschman, Provo, UT: Association for Consumer Research, 148-67. Reprinted in *Consumption: Critical Concepts in the Social Sciences* (2001), ed. Daniel Miller, London: Taylor and Francis, 136-178

Review of Grant McCracken (1988), *Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities*, *Journal of Marketing Research* 26 (2): 245-246.

Observations on Marketing and Consumption: An Anthropological Note. *Advances in Consumer Research*, Vol. 16, ed. Thomas Srull, Provo, UT: Association for Consumer Research, 555-561.

Marketing and Development: A Review Essay, *Journal of Macromarketing* 9 (2): 65-71.

1988

A Naturalistic Inquiry into Buyer and Seller Behavior at a Swap Meet (with Russell Belk and Melanie Wallendorf), *Journal of Consumer Research* 14 (4): 449-470. [Nominated for Best Article Award, *JCR* 1989.]

Teaching International Business: A View From Anthropology, *Anthropology and Education Quarterly* 19 (4): 396-415.

Market Pitching and the Ethnography of Speaking. *Advances in Consumer Research*, Vol. 15, ed. Michael Houston, Provo, UT: Association for Consumer Research, 543-547.

Collectors and Collecting (with Russell Belk, Melanie Wallendorf, Morris Holbrook and Scott Roberts). *Advances in Consumer Research*, Vol. 15, ed. Michael Houston. Provo, UT: Association for Consumer Research, 548-553.

1987

'May Your Life Be Marvelous.' English Language Labelling and the Semiotics of Japanese Promotion (with Eduardo Camargo), *Journal of Consumer Research* 14 (2): 174-188.

What in the World is Going On? Some Trends in International Advertising Issues, *Journal of Global Marketing*, 1 (1-2): 165-186.

Marketing and Development: A Resynthesis of Knowledge (with Nikhilesh Dholakia). In *Research in Marketing*, Vol. 9, ed. Jagdish Sheth. Greenwich, CT: JAI Press Inc, 119-143.

Advertising as a Cultural System. In *Marketing and Semiotics: New Directions in the Study of Signs for Sale*, ed. Jean Umiker-Sebeok. Berlin: Mouton de Gruyter, 441-461. Reprinted in *Fundamentals of International Marketing* (2009), ed. Chris Hackley, London: Sage Publications, Ltd. Also Reprinted in *Advertising: Critical Readings*, Vol. IV: Culture, (2009), ed. Brian Moeran, Oxford: Berg

Cultural Propriety in a Global Marketplace. In *Philosophical and Radical Thought in Marketing*, eds. A. Firat, N. Dholakia and R. Bagozzi. Lexington, MA: Lexington Books, 179-191.

Heresy and the Useful Miracle: Rethinking Anthropology's Contribution to Marketing. In *Research in Marketing*, Vol. 9, ed. Jagdish Sheth. Greenwich, CT: JAI Press, Inc., 285-306.

Marketing Theory. Proceedings of the 1987AMA Winter Educators' Conference. (With R. Belk, G. Zaltman, R. Bagozzi, D. Brinberg, R. Deshpande, A. Firat, M. Holbrook, J. Olson and B. Weitz). Chicago: American Marketing Association.

Marketing and Consumer Behavior: Windows of Opportunity for Anthropology, *Journal of the Steward Anthropological Society* 16 (1-2): 60-95.

Managing Substance Abuse Programs in Unionized Firms. In *Industrial Relations Guide*, Englewood Cliffs, NJ: Prentice Hall, pp. 42,441-42,446.

Keeping the Monkeys Away From the Typewriters: An Anthropologist's View of the Consumer Behavior Odyssey. *Advances in Consumer Research*, Vol. 14, eds. Paul Anderson and Melanie Wallendorf. Provo, UT: Association for Consumer Research, 370-373.

Informant Brokerage and Social Systems Therapy: Improving Service Delivery in the Treatment of Chemical Dependency, *Anthropology of Work Review* 8 (2): 13-18.

Review of David Levinson (1983), *A Guide to Alcoholism Treatment Research Vol. 111. Alcoholics Anonymous and Counselling*. In *Medical Anthropology Quarterly*. New Series. 1 (2): 217-219.

1986

Some Cultural Correlates of U.S. and Japanese Protectionism. In *Protectionism: Can U.S. Business Overcome It?* ed. Douglas Lamont. Indianapolis, IN: Bookscraft, Inc., 79-91.

Marketing Anthropology: A Comment. In *Business and Industrial Anthropology*, Marietta Baba. NAPA Bulletin No. 2, 34-35.

The Cultural Perspective in Consumer Research. *Advances in Consumer Research*, Vol. 13, ed. Richard Lutz. Provo, UT: Association for Consumer Research, 573-575.

Psychosocial Perspectives on Alcohol and Drug Abuse. A joint review of Barry Stimmel, ed. (1984), *Cultural and Sociological Aspects of Alcoholism and Substance Abuse*, and Sidney Cohen (1981), *The Substance Abuse Problems*, *Medical Anthropology Quarterly* 17 (4): 108-109.

Report of NAPA Task Force on AAA Code of Ethics (with B. Bainton, J. Alexander, R. Bishop and F. Dubinkas), summarized in *Anthropology Newsletter* 27 (5): 6-7.

Review of Patricia Adler (1985), *Wheeling and Dealing: An Ethnography of an Upper-Level Drug Dealing and Smuggling Community*, *Anthropology of Work Review* (2): 20-21.

1985

Review of Marie Haug and Bebe Lavin (1983), *Consumerism and Medicine: Challenging Physician Authority*, *Medical Anthropology Quarterly*, 16 (3): 81-82.

Review of Maynard Seider (1984), *A Year in the Life of a Factory*, *Anthropology of Work Review* 6 (3): 36-37.

Course Syllabi: Marketing Behavior and International Marketing. In *Business Administration Reading Lists and Course Outlines, Vol. 7. Marketing*, eds. James Dean and Richard Schwindt. Durham, NC: Eno River Press, 152-168.

1984

Some Implications of Consumer Oral Tradition for Reactive Marketing. *Advances in Consumer Research*, Vol. 11, ed., Thomas Kinnear. Provo, UT: Association for Consumer Research, 741-747.

Review of Tom Wayman (1983), *Inside Job. Essays on the New Work Writing*, *Anthropology of Work Review* 5 (1): 9-10.

Aphorism and Rugby. A Reading of Bumper Stickers. In *Farfetched Figures: The Humor of Linguistic Deviance*, ed., Don L.F. Nilsen. Tempe, AZ: Western Humor and Irony Membership, 179-181.

1983

Gift Giving in Anthropological Perspective, *Journal of Consumer Research*, 10 (2): 157-168.

Organizational Programming: The Challenge to Consumer Research. *Advances in Health Care Research*, eds., Scott Smith and M. Venkatesan. Provo, UT. Institute of Business Management, Brigham Young University, 45-48.

Review of Mac Marshall (1983), *Through a Glass Darkly. Beer and Modernization in Papua New Guinea*, *Medical Anthropology Quarterly* 14 (4): 29.

Business in Anthropological Perspective, *Florida Journal of Anthropology* 8 (2), Pt. 2: 15-36.

Review of Stoughton Lynd (1982), *The Fight Against Shutdowns. Youngstown's Steel Mill Closings*, *Anthropology of Work Review* 4 (4): 11.

Employers, Unions, and Alcoholics. In *Community Approaches to Problem Drinking and Alcoholism*, eds., J. Lowe, M. Campbell and A. Mandolini. Urbana, Illinois, 40-43.

Adaptations to Work and Stress. In *Community Approaches to Problem Drinking and Alcoholism*, eds., J. Lowe, M.D. Campbell and A. Mandolini. Urbana, Illinois, 44-48.

1980

Verbal Aggression in Rugby Ritual. In *Play and Culture*, ed. Helen B. Schwartzman. West Point, NY: Leisure Press, 139-150.

POETRY

2011

semiotician ordinaire, in *Tribute to Sidney*, ed. Dominique Bouchet, Sartrouville, FR: Photoways

Chicago South Shore Window Seat Late April 2009; Abatement; Sylvania; Project; forthcoming in *Journal of Business Research*

God Willing; Salvē Minerva; Hollow Ground; Fashion Week, Milan; TGIGD, WTF/DIY (Canticle to Spectacle), in *Coyotes Confessions Totems*, ed. Roel Wijland, St. Bathans, New Zealand: University of St. Bathans Press, pp

2010

Wood Smoke; Deerstalker, in *Avocet* 14 (1): 31.

Canaries Coalmines Thunderstones (with Roel Wijland and John Schouten), St. Bathans, New Zealand: University of St. Bathans Press.

Mele Hula; Be Larger Than You Ever Were; Curating Barcelona; Sylvania, in *Canaries Coalmines Thunderstones* (with Roel Wijland and John Schouten), St. Bathans, New Zealand: University of St. Bathans Press, pp 31-34.

2009

Heading Home; Consumption Kaddish in Four Koans, in *Explorations in Consumer Culture Theory*, eds. John F. Sherry, Jr. and Eileen Fischer, London: Routledge, pp. 214-215.

2008

Three Poems on Markets and Consumption, *Culture Markets and Consumption* 11 (3): 203-206.

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.

2002

The Gift, in A Role for Poetry in Consumer Research (with John Schouten), *Journal of Consumer Research*, 29 (1): 218-234.

2000

awakening one day, in *Imagining Marketing*, ed. Stephen Brown, New York: Routledge, 35.

Gargoyles; Enough, in *Advertising Research at the American Marketing Association*, ed. George Zinkhan, Chicago: American Marketing Association.

1998

Hump Flute; market music; One Tuna Caught this Day in Diamant, in *Representing Consumers: Voices, Views and Visions*, ed. Barbara Stern, New York: Routledge, 303-305.

1997

Trivium Siam, *CMC: Consumption, Markets & Culture*, 1 (1): 91-95.

1994

The Shepherd of Lincoln Park Zoo (with Nurslings, Wolves and other Nomads), *Journal of Advertising*, 23 (3): 70.

Last Supper, *Fuel*, 9: 9.

1993

The Price of Martyrdom; Surrender, *International Journal of Research in Marketing*, 10 (3): 225; 341.

Vision of Autumn, *manna* 17 (3): 6

1992

Brideprice, *Journal of Advertising*, 21 (4): 60.

Unter den Linden, Madison and Mine, *Public Culture*, 4 (2): 139-140.

Attic Epiphany [Field Journal\Groot Begijnhof\Leuven, *Environmental and Architectural Phenomenology*, 3 (3): 15.

1991

Restoration Triptych; Local Custom; Too Far Afield, *Anthropology and Humanism Quarterly*, 16 (4), 145-146; 148. [First Prize, 1991 poetry competition, Society for Humanistic Anthropology].

1990

Gaea Descending, *Anthropology and Humanism Quarterly*, 15(4): 97 [Honorable Mention, 1990 poetry competition, Society for Humanistic Anthropology].

VIDEOGRAPHY

2003 I'm An American Girl (with Robert Kozinets, Nina Diamond, MaryAnn McGrath, Stefania Borghini; and Albert Muniz)

2002 God's Holy Fire (with Robert Kozinets)

ARTICLES UNDER REVIEW

A Cultural Analysis of Tailgating on a Midwestern American Collegiate Campus
(with Tonya Bradford)
[accepted 2011 CCT Conference; revising for submission to *Journal of Consumer Research*]

Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands
(with Annamma Joy, Alladi Venkatesh, Jacob Cho and Ricky Chan)
[under review at *Fashion Theory*]

Consequences of Cultural Hybridity at the *House of Barbie Shanghai*
(with Mary Ann McGrath and Nina Diamond)
[under review at *Qualitative Marketing Research*]

Creating and Sustaining a Culture of Hope: Feng Shui Discourses and Practices in Hong Kong
(with Jeff Wang and Annamma Joy)
[under review at *Journal of Consumer Culture*]

M(Art)Worlds: How Luxury Brand Stores Become Art Institutions
(with Annamma Joy, T.S. Chang, Geng Cui, and Jeff Wang)
[under review at the *Journal of Retailing*]

Brand Integrity in Moments of Consumption: Lessons from American Girl
(with Nina Diamond, Mary Ann McGrath, Albert Muniz, Stefania Borghini, and Robert

Kozinets)
[under review at the *Journal of Marketing*]

Marketplace Attachment and Identity Construction in Ordinary Places
(with Stefania Borghini and Annamma Joy)
[revising for resubmission to the *Journal of Marketing*]

Unpacking the Registry Ritual
(with Tonya Bradford)
[revising for resubmission to the *Journal of Contemporary Ethnography*]

Myth, Memory and Practice in Consumer Acculturation: African-Americans in South Africa
(with Tonya Bradford)
[revising for submission to *International Journal of Research in Marketing*]

Reconciling Conceptions of the Gift
(with Tonya Bradford)
[revising for submission to the *Journal of Consumer Culture*]

Disenchantment and Paradox; Understanding Consumer Consciousness and New Age Spirituality
(with Robert Kozinets)
[being revised for *Spirituality and Consumption*, eds. P Maclaran, D. Rinallo and L. Scott]

TECHNICAL REPORTS AND WORKING PAPERS

2005

Creating a Market Orientation: A Grounded Model of Cultural Transformation, *MSI Working Paper*
(with Gary Gebhardt and Gregory Carpenter) [Winner of the MSI/Robert D. Buzzell Award
for lasting value to marketing executives, 2008]

1992

Conference Planning Manual: Association for Consumer Research
(with Brian Sternthal)

1986

Red Mesa Swap Meet: A Pilot Study for the Consumer Behavior Odyssey.
(with Russell Belk, Harold Kassarjian and Melanie Wallendorf)

1985

Response to the Proposed Code of Ethics of the American Anthropological Association. [Prepared
for the National Association for the Practice of Anthropology, Professional Development
Committee]

1982

Demographic and Clinical Characteristics of an Alcoholic Population, Part 1. *Riverside Retreat and the Quad City Community. Institutional Frameworks Designed to Cope with Alcoholism and the Alcoholic.* (Co-authored with R. Carlson and C. McEwan.) Technical Report No. 6, Project on Community Dynamics, Social Competence and Alcoholism in Illinois. Urbana, Illinois.

1980

Quad Cities Life: A Blue Collar Viewpoint. Working Paper No. 9, Project on Community Dynamics, Social Competence and Alcoholism in Illinois. Urbana, Illinois.

CONFERENCE PRESENTATIONS (Unpublished Only)

2010

Qualifying Qualitative Research

[presented at the AMA Doctoral Consortium, Dallas TX]

Refreshing Research in Retailing

[presented at the AMA Doctoral Consortium, Dallas TX]

Putting 'Public' Back into 'Public' Place

(with Laurel Anderson, Stefania Borghini, and Luca Visconti)

[presented at the annual Consumer Culture Theory conference, Madison, WI]

How Commercial and Cultural Hybridity Shape Retail Spectacle

(with Mary Ann McGrath and Nina Diamond)

[presented at the annual Consumer Culture Theory conference, Madison, WI]

Aesthetics as Ritual Practice: Fashion, Female Bodies and Luxury Brands

(with Annamma Joy, Alladi Venkatesh and Jonathan Deschenes)

[presented at the EACR conference, London, UK]

Speaking of Public Space: Cultures and Countercultures in the Confrontation about Street Art

(with Luca Visconti, Laurel Anderson and Stefania Borhini)

[presented at the EACR conference, London, UK]

Ordinary Spaces and Sense of Place

(with Stefania Borghini and Annamma Joy)

[presented at the EACR conference, London, UK]

2009

Representing Theory: Capturing Place-Making in Commercial and Public Settings

[presented at the Seminar on Consumption Theory, Ankara, Turkey]

2008

You Can't Get There From Here (Or Can You?)

[presented at the ACR Doctoral Symposium, San Francisco, CA]

Sacred and Profane Redux

[presented/facilitated at the annual conference of the Association for Consumer Research, San Francisco, CA]

Reclamation of Public Place

(with Laurel Anderson, Stefania Borghini, and Luca Visconti)

[presented at the annual Consumer Culture Theory conference, Boston, MA]

2007

Slouching Toward Utopia

[presented at the AMA Doctoral Consortium, Tempe, AZ]

Creative Activism: The Dialectical Consumer

(with Laurel Anderson, Stefania Borghini and Luca Visconti)

[presented at the Consumer Culture Theory conference, Toronto, Canada]

Use of Public Spaces as Creative Acts: Phenomenology of Street Art in Cross-Culture Perspective

(with Laurel Anderson, Stefania Borghini and Luca Visconti)

[presented at the EACR conference, Milan, Italy]

Three Billy Goats Gruff: A Career Allegory

[presented at the Doctoral Symposium of the Association for Consumer Research, Memphis, TN]

On Engagement

[presented at the MSI conference on Engaging Communities for the Company and the Brand, Boston, MA]

2006

On the Varieties of Ethnographic Experience

[presented at the MSI Conference on Business Insights from Consumer Culture, Toronto, Canada]

2005

Deep Hanging Out

[presented at the Workshop on Qualitative Data Analysis, sponsored by ACR, MSI and UNL COBA, Omaha, NE]

Qualitative Research Techniques

[presented at the Chicago AMA Marketing Tool Kit Series, Chicago, IL]

The Caveman Orders Wings

[presented at the American Association of Advertising Agencies Annual Conference, Chicago, IL]

Consumers in the Mist

[presented at Brandworks University, Madison, WI]

Flagship Brandstores: An Update

[presented at the Kellogg Twin Cities Alumni Association Meeting, Minneapolis, MN]

Consumer Insight from Ethnographic Research

[presented at Kellogg MBA Update, Evanston, IL]

Constructing a Past for Today: Appropriating Collective Memory for Identity (Re)Presentation
(with Tonya Williams)

[presented at the annual conference of the Association for Consumer Research, San Antonio, TX]

New Religions, Temple Burns and the Re-enchantment of Belief

(with Robert Kozinets)

[presented at the annual conference of the Association for Consumer Research, San Antonio, TX]

Brands and Brand Relationships

[presented at the ACR Doctoral Consortium, Annual Conference of the Association for Consumer Research, San Antonio, TX]

2004

Making It Mine: Consumers and Attachments to Favorite Brands

(with Robert Kozinets, Stefania Borghini, and Audrey Azoulay)

[presented at the 2004 EMAC Conference, Murcia, Portugal]

American Girl: The Family Brand

(with Robert Kozinets, Nina Diamond, Stefania Borghini, Mary Ann McGrath, and Albert Muniz)

[presented at the annual conference of the Association for Consumer Research]

2003

Girl of Many Lands: Seeing the World Through the ... Eyes of Your American Girl Today

(with Robert Kozinets, Nina Diamond, Stefania Borghini, Mary Ann McGrath, and Albert Muniz)

[presented at the Ninth Cross Cultural Research Conference, Rose Hall, Jamaica]

Exploratory Research

[presented at the PhD Project Marketing Doctoral Students Association Seventh Annual Conference, Chicago, IL]

2002

Keynote Address: Culture, Consumption and Marketing: Retrospect and Prospect
[presented at the conference on Elusive Consumption, Center for Consumer Science,
Goteborg University, Göteborg, Sweden]

The Crisis of Representation in Consumer Research
[presented at Doctoral Consortium, Thirtieth Annual Conference of the Association for
Consumer Research, Atlanta, GA]

Using Creativity to Spark Innovation
[presented at the Thirtieth Annual Conference of the Association for Consumer Research,
Atlanta, GA]

Servicescape Design: Practical Aesthetics
[presented at the Thirtieth Annual Conference of the Association for Consumer Research,
Atlanta, GA]

2001

Dissertation Management
[Presented at Doctoral Consortium, Twenty-ninth Annual Conference of the Association for
Consumer Research, Austin, TX]

Ectopic Poignancy
[Presented at the Twenty-ninth Annual Conference of the Association for Consumer
Research, Austin, TX]

Ethnographic Consumer Research, Post 9-11
[Presented at the Twenty-ninth Annual Conference of the Association for Consumer
Research, Austin, TX]

2000

Keynote Address: Sumptuary Semiosis: Luxury, Experience and Contextual Inquiry in Marketing
Research
[Presented before the Association Française de Marketing, Montreal, Canada]

1998

Nothing But Net: Consumption, Poetry and Research Pluriculture (in the Sixth Moment): An
Anthropologist's Perspective
[Presidential Address, Presented at the Twenty-sixth Annual Conference of the Association
for Consumer Research, Montreal, Canada]

Alternative Representations: Poetry
[Presented at the Twenty-sixth Annual Conference of the Association for Consumer
Research, Montreal, Canada]

1997

Understanding the Review Process

[Presented at the KPMG Peat Marwick Foundation Ph.D. Project Conference, Chicago, IL]

Keynote Address: Some Prescriptions for Re-Placing Markets

[Presented at the Symposium on Retail and Service Environment Atmospherics, Montreal, Canada]

1996

The "Interpretive Turn" in Contemporary Marketing and Consumer Research: Historical Philosophical and Methodological Issues in Fin-de-Siecle Inquiry

[Presented at the Alfred Houle Seminar, Université Laval, Quebec]

Harnessing a Research Stream

[Presented at the American Marketing Association Doctoral Consortium, University of Colorado, Boulder, CO]

1995

Communication in a Global Marketplace

[Presented at the FORTUNE Corporate Communications Seminar, Palm Springs, CA]

Issues and Trends in Qualitative Research

[Presented at the American Marketing Association Doctoral Consortium, Wharton School, Philadelphia, PA]

Sacral Consumption

[Presented at the Twenty-third Annual Conference of the Association for Consumer Research, Minneapolis, MN]

Marketing Magic: Some Remarks

[Presented at the Twenty-third Annual Conference of the Association for Consumer Research, Minneapolis, MN]

1994

Marketing and Diversity

[Presented at the Kellogg Alumni Club of Chicago Program on Targeted Marketing, Chicago, IL]

Cultural Dimensions of Marketplace Behavior

[Presented at the SIETAR/CAPA Interactive Forum on Culture and Business, Schaumburg, IL]

Marketing and Consumer Behavior: Into the Field

[Presented at the Ninety-third Annual Conference of the American Anthropological Association, Atlanta, GA]

1993

Ethnographic Approaches to Attitude Research

[Presented at the Twenty-fourth Annual AMA Attitude Research Conference, Phoenix, AZ]

Latent and Blatant Needs of Marketing Researchers

[Presented at the Marketing Science Institute Conference on New Methods and Applications in Consumer Research, Cambridge, MA]

Informant Brokerage and Social Systems Therapy

[Presented at the Twenty-first Annual Conference of the Association for Con Nashville, TN]

1992

Ethnology and Marketing Research

[Presented at the workshop on Research Traditions in Marketing, European Institute for the Study of Advanced Management, Brussels, Belgium]

Applied Anthropology in Marketing and Consumer Research: The Influence of Demitri B. Shimkin

[Presented at the Fifty-second Annual Meeting of the Society for Applied Anthropology, Memphis, TN]

Cereal Monogamy: Brand Loyalty as Secular Ritual in Consumer Culture

[Presented at the UCLA Branding Camp, Lake Arrowhead, CA]

Postmodern Consumer Research

[Presented at the American Marketing Association Doctoral Consortium, Michigan State University, East Lansing, MI]

Fantasies and Realities of the Self-Gift

[Presented at the Twentieth Annual Conference of the Association for Consumer Research, Vancouver, British Columbia]

Vendors and Product Assortments at a Farmers' Market: Photographic Insights

[Presented at the Twentieth Annual Conference of the Association for Consumer Research, Vancouver, British Columbia]

1991

Postmodernism, Consumer Culture and the Society of the Spectacle: Some Observations

[Presented at the Nineteenth Annual Conference of the Association for Consumer Research, Chicago, IL]

Some Observations on the Pragmatics of Intercultural Project Management

[Presented at the Ninetieth Annual Conference of the American Anthropological Association, Chicago, IL]

1990

The Impact of Cultural Differences on Marketing

[Presented at the Nissan - Historically Black Colleges and Universities Summer Institute, Evanston, IL]

1989

Perspectives on Reviewing Ethnographic Research, with Specific Reference to Arnould (JCR 1989): An Ethnographic Approach

[Presented at the 20th Annual Conference of the Association for Consumer Research, New Orleans, LA]

The Transition from Anthropology to Marketing

[Presented at the 1989 AMA Winter Educators Conference, St. Petersburg, FL]

1988

Compulsive Desires for Completion in Collectors

(with Melanie Wallendorf and Russell Belk)

[Presented at the American Marketing Association Winter Educator's Conference, San Diego, CA]

1987

Ethnographic Consumer Research

[Presented at the American Marketing Association Doctoral Consortium, New York University, New York]

Anthropology, Business and Development: An Integrative Introduction

[Presented at the Forty-seventh Annual Meeting of the Society for Applied Anthropology, Oaxaca, Mexico]

Reflections on the Economics of Gift Giving

Presented at the 1987 Allied Social Science Association Annual Meetings, Chicago, IL]

The Farmers' Market: An Analysis of an Alternative Marketing System (with Deborah Heisley and Mary Ann McGrath)

[Presented at the 1987 AMA Winter Educators Conference, San Antonio, Texas]

1986

Cereal Monogamy: Brand Loyalty as Secular Ritual in Consumer Culture

[Presented at the Seventeenth Annual Conference of the Association for Consumer Research, Toronto, Canada]

Interpreting Data From the Field

[Presented at the Seventeenth Annual Conference of the Association for Consumer Research, Toronto, Canada]

Consumption Experience: A Critical View

[Presented at the Seventeenth Annual Conference of the Association for Consumer Research, Toronto, Canada]

Macromanagement: Using Ethnology to Enhance Strategic Vision

[Presented at the Eighty-fifth Annual Conference of the American Anthropological Association, Philadelphia, PA]

Ethnobabbity: Retrospect and Prospect

[Presented at the Eighty-fifth Annual Conference of the American Anthropological Association, Philadelphia, PA]

Anthropological Method and Marketing Research: Implications for Contemporary Marketplace Behavior

[Presented at the AMA Conference on Cultural and Subcultural Influences on Consumer Behavior, Chicago, IL]

1985

The Consumer Behavior Odyssey: Returning Context to Consumer Research

[Presented at the Fourth Annual Advertising and Consumer Psychology Conference, Chicago, IL]

The Consumption of Culture and the Culture of Consumption

[Presented at the Thirteenth Annual Conference of the Association for Consumer Research. Las Vegas, NV.]

1983

"Taking Care of Business": Union Circumvention of Occupational Programming

[Presented at the Eighty-second Annual Conference of the American Anthropological Association, Chicago, IL]

WORK IN PROGRESS

Street Art and Political Consumerism

(with Laurel Anderson, Stefania Borghini, and Luca Visconti)
[for submission to the *Journal of Consumer Research*]

When is the Environmental Imperative the Ethical Imperative?

(with John Mittelstaedt and Patrick Murphy)
[for submission to the *Journal of Marketing*]

Value Creation and Embodied Meanings of Luxury Brands

(with Annamma Joy, Jeff Wang and Arjun Bharadwai)
[for submission to *Journal of Marketing*]

A Cultural Analysis of Tailgating on a Midwestern American Campus

(with Tonya Bradford)
[for submission to the *Journal of Consumer Research*]

INVITED PRESENTATIONS: ACADEMIC INSTITUTIONS

Duke	Penn State	U. Quebec (Montreal)
U. of Michigan	U. Southern California	U. Southern Denmark, Odense (Denmark)
U. of Florida	U. California, Irvine	Université Laval (Quebec)
U. of Wisconsin	Northern Illinois	London Business School (UK)
UCLA	Institute of Design (IIT)	Dublin City University (Ireland)
Northwestern U.	U. Hawaii	University of Edinburgh (Scotland)
U. of Illinois	Emory U.	University of Ulster (Northern Ireland)
U. of Pittsburgh	Katholieke Universiteit Leuven (Belgium)	University of Exeter (UK)
U. Texas	EIASM (Belgium)	Queen's University (Northern Ireland)
Dartmouth	Keio (Tokyo)	Göteborg University (Sweden)
U. Notre Dame	INSEAD (France)	Bilkent University (Turkey)
		U. Sydney (Australia)

DOCTORAL SUPERVISION (including NU and external service)

External Member	Jeppe Linnet	2011	(U. S. Denmark - Anthropology)
Chair	Tonya Williams	2007	(Consumer Behavior)
External Member	Gulnar Tumbat	2005	(U. Utah - Marketing)
Member	Adam Duhachek	2004	(Consumer Behavior)
Co-chair	Gary Gebhardt	2004	(Marketing Strategy)
Chair	Benét DeBerry-Spence	2003	(Consumer Behavior)
Chair	Krittinee Nuttavuthisit	2003	(Consumer Behavior)
Chair	Jennifer Chang	1998	(Consumer Behavior)
Member	Lisa Petrison	1998	(Consumer Behavior)
External Member	Elizabeth Chin	1996	(CUNY-Anthropology)
Co-chair	Sonya Grier	1996	(Consumer Behavior)
Member	Bridgette Braig	1996	(Consumer Behavior)
Member	Kent Grayson	1994	(Services Marketing)
External Member	Michael Karesh	1994	(U Chicago-Sociology)
Chair	Seong Yeon Park	1993	(Consumer Behavior)
Member	Aaron Ahuvia	1993	(Consumer Behavior)
Member	Eduardo Camargo	1992	(International Marketing)
Chair	Douglas Holt	1992	(Consumer Behavior)
Member	Deborah Heisley	1990	(Consumer Behavior)
Member	Mary Lee Stansifer	1989	(International Marketing)
Member	Shelly Robbins	1989	(Organization Behavior)
Member	Renee Florsheim	1988	(Consumer Behavior)
Chair	Mary Ann McGrath	1988	(Consumer Behavior)

CONSULTANCIES (1985 - present)

ALEN Industrias	P&O Cruises	Young & Rubicam
Aramark	Princess Cruises	Angus Reid
Arthur Andersen and Co.	Procter and Gamble	Concepts in Marketing Research, Inc.
Bose Corporation	The Quaker Oaks Company	E-Lab
Carnival Cruise Line	Ralston, Purina	Frank J. Corbett, Inc.
CIBA Vision	The Rouse Company	Ideascope

The Coca Cola Company
Creative Memories
Cunard
General Binding Corporation
General Foods
Glaxo
Holland America Line
Hyundai
P.W.S. Kent
Kodak
Moen, Inc.
Motorola, Inc.

Sears
Tetra Pak Americas
Toyota
Turner Broadcasting
Galileo Group
The Upjohn Company
Cramer Krasselt
Foote, Cone & Belding
Hill, Holiday
Lindsay, Stone and Briggs
Ogilvy and Mather
Saatchi and Saatchi

Lohs Research Group
Lifestage Matrix Marketing
Quest, Inc.
St. James Strategy Group
Strategy First Partners
Source Inc.
The Economics Institute
Nikken Research, Inc.
Metropolitan Life
Nokia

June 2011