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Education

Ph.D., Cass Business School, United Kingdom, Brand Marketing, 1987

B.S., University of Kent, United Kingdom, Physics, 1975

Work Experience

- 1990-Present Honorary Professor of Brand Marketing, Aston Business School, United Kingdom
- 1990-Present Managing Partner, Brands Box Marketing and Research Consultancy, United Kingdom
- 2013 Guest Editor, The Journal of Business Research, United Kingdom
- 2010 Guest Editor, The Journal of Business Research, United Kingdom

Publications

Articles

- 2013 Examining the role of advertising and sales promotions in brand equity creation, *Journal of Business Research* Vol 66, No 1, pp 115-122
- 2013 Building bank brands: How leadership behaviour influences employee commitment, *Journal of Business Research* Vol 66, No 2, pp165-171
- 2013 Developing and applying a place brand identity model: the case of Slovenia, *Journal of Business Research* Vol 66, No 1, pp 45-52
- 2013 Examining the role of advertising and sales promotions in brand equity creation, *Journal of Business Research* Vol 66, No 1, pp 115-122
- 2013 The influence of brand equity on consumer responses, *Journal of Consumer Marketing* Vol 30, No 1, pp62-74
- 2012 Assessing the Six-Station Corporate Identity Model: A Polymorphic Model, *Journal of Product and Brand Management* Vol 21, No 3, pp153-166
- 2012 Facebook "friendship" and brand advocacy, *Journal of Brand Management*, 20 (2):128-146
- 2012 Methodological issues in cross-cultural research, *Journal of Targeting, Measurement and Analysis for Marketing*. Vol 20, No 3/4, pp223-234
- 2011 B2B service brand identity: scale development and validation, *Industrial Marketing Management* Vol 40, No 7, pp1063-1071
- 2011 Consumer response to gift promotions, *Journal of Product and Brand Management*, Vol 20, No 2, pp 101-110
- 2011 Internalising a brand across cultures: the case of IKEA, *International Journal of Retail &Distribution Management*, 39 (8):598-618
- 2011 The influence of culture and market orientation on services brands: insights from Irish banking and retail firms, *Journal of Services Marketing*, 25 (7):475-488
- 2011 Within-role, extra-role and anti-role behaviours in retail banking., *International Journal of Bank Marketing* Vol 29, No 6, pp 470-488
- 2010 Consumer based brand equity conceptualization and measurement: a literature review, *International Journal of Market Research*, 52 (1):43-66
- 2010 Thought leadership in brand management., *Journal of Business Research* Vol 63, No 11, pp1111-1112.
- 2009 Brand extension effects on brand equity : a cross-national study, *Journal of Euromarketing*. Vol 8, No2, pp71-88
- 2009 Brand extension strategies : perceived fit, brand type and culture influences, *European Journal of Marketing* Vol.43, No11/12, pp1300-1324
- 2009 Brand extension strategies : perceived fit, brand type and culture influences, *European Journal of Marketing* Vol.43, No11/12, pp1300-1324
- 2009 Creating and launching a challenger brand : a case study, *The Service Industries Journal*, 29 (1):75-89
- 2009 Exploring brand sabotage in retail banking, *Journal of Product and Brand Management* Vol 18, No 3, pp198-211
- 2009 Interacting contributions of different departments to brand success, *Journal of Business Research* Vol.62, No.3, pp.297-304
- 2009 Service employee performance: its components and antecedents, *Journal of Relationship Marketing*, 8 (2):82-102
- 2009 Towards a new conceptualization of branding: theories of the middle range, *Marketing Theory*, 9 (1):95-100

- 2009 Towards the holy grail of defining "brand, *Marketing Theory*, 9 (1):101-105
- 2008 Classifying, identifying and managing the service brand saboteur, *The Service Industries Journal* Vol.28, No.1-2, pp.151-165
- 2008 Effect of brand extension strategy on brand image : a comparative study of the UK and Spanish markets, *International Marketing Review* Vol.25, No.1, pp.107-137
- 2008 Interactions between organizational cultures and corporate brands, *Journal of Product and Brand Management*, 17 (1):13-24
- 2007 Exploring managers' views about brand saboteurs., *Journal of Marketing Management*, Vol.23, No.1-2, pp.91-106
- 2007 Winning hearts and minds: business to business branding and the role of the salesperson., *Journal of Marketing Management*, Vol.23, No.1-2, pp.123-135
- 2006 Building a political brand : ideology or voter drives strategy, *Journal of Brand Management* Vol.13, No.6, pp.418-428
- 2006 Communicating services brands' values internally and externally, *Services Industries Journal*, Vol.28, No.8, pp 819-836
- 2006 Conceptualising and measuring the equity of online brands, *Journal of Marketing Management*
- 2006 Consumer-based relationships : a tetrad classification, *Thought Leaders International Conference on Brand Management*, Birmingham.
- 2006 Delphic brand visioning to align stakeholder buy-in to the city of Birmingham brand, *Journal of Brand Management*, Vol.13, No.6, pp.379-392
- 2006 Internal brand building and structuration : the role of leadership, *European Journal of Marketing*, Vol.40, No.7/8, pp.761-784
- 2006 Internal factors driving successful financial services brands, *European Journal of Marketing*, Vol.40, No.5/6, pp.611-633
- 2006 The effect of service brand extensions on corporate image : an empirical model, *European Journal of Marketing*, Vol.40, No.1/2, pp.174-197
- 2005 Corporate identity modelling : The six station model for corporate identity, *Journal of Marketing Management*, Vol.21, No.7-8, pp.809-834
- 2005 Customer and brand manager perspective on brand relationships : a conceptual framework, *Journal of Product and Brand Management*, Vol.4, No.5, pp.300-309
- 2005 Internationalisation of services brands: The role of leadership during the internal brand building process, *Journal of Marketing Management*, Vol.13, No.1/2, pp.181-203
- 2005 Using triangulation to assess and identify successful services brands, *The Service Industries Journal*, Vol. 25, No2, pp.5-21
- 2004 Developing a brand performance measure for financial services brands, *The Service Industries Journal*, Vol.24, No.2, pp.15-33
- 2004 Taking the brand promise online : challenges and opportunities, *Interactive Marketing*, Vol.5, No.3, pp.238-251
- 2004 The effect of brand extension strategies upon brand image, *Journal of Consumer Marketing*, Vol.21, No.1, pp.39-50
- 2004 The power of emotion : brand communication in business to business markets., *Journal of Brand Management*, Vol.11, No.5, pp.403-419
- 2003 Building a services brand : stages, people and orientations, *The Service Industries Journal* Vo.23, No.3, pp.1-21
- 2003 The criteria for successful services brands, *European Journal of Marketeers* Vo.37, No.7/8, pp.11095-1118
- 2002 Factors influencing successful brand extensions, *Journal of Marketing Management* Vo. 19, No. 7-8, pp.781-806
- 2002 New Labour : A study of the creation, development and demise of a political brand, *Journal of Political Marketing*, Vol.1, No.2/3, pp.45-52.
- 2002 Would a brand smell any sweeter by a corporate name?, *Corporate Reputation Review*, Vol.5, No.2/3, pp.114-132
- 2001 A model for strategically building brands, *Journal of Brand Management*, Vol.9, No.1, pp 32-44
- 2001 Building on services characteristics to develop successful services brands, *Journal of Marketing Management*, Vol.17, No.7-8, pp 645-669
- 2001 Succeeding with brands on the internet, *Journal of Brand Management*, Vol 8, No 3, pp 268-274
- 2000 Added value: its nature, roles and sustainability, *European Journal of Marketing*, Vol 34, No. 1-2 pp 39-56
- 2000 Developing corporate brands through considering internal and external stakeholders, *Corporate Reputation Review* Vol 3, No 3, pp 268-274
- 1999 Brand management through narrowing the gap between brand identity and brand reputation, *Journal of Marketing Management*, Vol 15, No 1-3, pp 157-180
- 1999 The challenge of service branding: knowledge management to the rescue, *Journal of Brand Management*, Vol 6, No 4, pp 271-277
- 1998 Criteria to assess brand success, *Journal of Marketing Management*, 14 (7):765-781
- 1998 Modelling the components of a brand, *European Journal of Marketing*, Vol.32, No.11/12, pp.1074-1090.

Proceedings

- 2012 Do self-expressive brands create greater brand love and brand advocacy among Facebook users?. *European Marketing Academy Conference*, Lisbon
- 2012 Exploring corporate identity projections through corporate websites: a comparative analysis of banks in Spain and the UK. *European Marketing Academy Conference*, Lisbon
- 2012 Revisiting brand equity: Evidence from three European countries. *European Marketing Academy Conference*, Lisbon
- 2011 Building bank brands: how leadership style influences branch employee commitment. *Thought Leaders in*

- Brand Management 7th International Conference, Lugano
- 2011 Methodological issues in cross-cultural branding research. Thought Leaders in Brand Management 7th International Conference, Lugano.
- 2010 A model of antecedents and consequences of consumer based brand equity online. Paper presented at Thought Leaders in Brand Management 6th International Conference, Lugano, April.
- 2010 A systematic approach to branding Slovenia. Paper presented at Thought Leaders in Brand Management 6th International Conference, Lugano, April.
- 2010 An evolving e-landscape: Synergistic intersections of technology and brand management. Paper presented at Thought Leaders in Brand Management 6th International Conference, Lugano, April.
- 2010 From personal values to store brand purchase. Paper presented at European Academy of Marketing Conference, Copenhagen, May
- 2010 Segmenting brand building employees: a profile of front-line employees in the Irish service sector. Paper presented at European Academy of Marketing Conference, Copenhagen, May.
- 2010 Strategic thrust or strapline mentality? The role and implementation of the brand in retail banking. Thought Leaders in Brand Management 6th International Conference. Lugano
- 2010 The effect of advertising and sales promotions on brand equity. Paper presented at Thought Leaders in Brand Management 6th International Conference, Lugano, April
- 2009 Brand equity: a higher-order formative measure. Thought Leaders International Conference on Brand Management, Athens, April.
- 2009 Brand extensions evaluations : influences of global or local origin. Thought Leaders International Conference on Brand Management, Athens, April.
- 2009 Brand identity: scale development and validation. Thought Leaders International Conference on Brand Management, Athens, April.
- 2009 Creating and implementing brand values in Irish services firms. Thought Leaders International Conference on Brand Management, Athens. April
- 2009 Modeling the way social interactions build brands internally: implications for services management. 71st VHB Annual Congress, Nurnberg, June
- 2008 A challenging issue for brands : issues, impacts and skills. Paper presented at Thought Leaders International Conference on Brand Management, Birmingham, April
- 2008 Consumers' impact on corporate branding: a case for the consumer identity construct. Thought Leaders International Conference on Brand Management. Birmingham
- 2008 Understanding brand equity and its consequences : a proposed model. Thought Leaders International Conference on Brand Management
- 2007 A synthesis of polymorphous corporate elements in creating a new corporate identity model. Thought Leaders International Conference on Brand Management, Birmingham
- 2007 Brand extension effects on brand equity: a cross-national study. Thought Leaders International Conference on Brand Management, Birmingham.
- 2007 Consumers' attitudes towards brand extensions. 14th International Product Development Management Conference, Porto
- 2007 Measuring brand equity : a cross-national validation. European Marketing Academy Conference, Brighton
- 2007 Measuring the equity of internet brands. Thought Leaders International Conference on Brand Management, Birmingham.
- 2007 Moving away from short-term performance measurement online : a new metric of brand equity. Academy of Marketing Science Conference, Miami.
- 2007 The contribution of different departments to brand success and the impact of how they interact. Paper presented at Thought Leaders International Conference on Brand Management, Birmingham, April
- 2007 The influence of brand extension variables on brand equity. European Marketing Academy Conference, Reykjavik
- 2007 Understanding and communicating brand values in B2B markets. Thought Leaders International Conference on Brand Management, Birmingham.
- 2006 Identifying and managing the service brand saboteur. Thought Leaders International Conference in Brand Management, Birmingham.
- 2005 Modelling social discourse as a route to internal brand building. 1st Annual Brand Colloquium, Birmingham
- 2005 The employee as brand builder : antecedents and measures of employee performance. 1st Brand Colloquium, Birmingham
- 2005 Winning hearts and minds : business to business branding and the role of the salesperson. 1st Annual Brand Colloquium, Birmingham
- 2004 A critical evaluation of Kirchheimer: applicable to contemporary political brands in Britain?. 54th Political Studies Association Annual Conference, Lincoln
- 2004 How much do leaders matter in internal brand building? An international perspective. Scandinavian Academy of Management and the International Federation of Scholarly Associations of Management 7th World Congress, Goteborg
- 2004 Modelling the impact of services brand extensions on corporate image. Paper presented at Academy of Marketing Conference, Cheltenham.
- 2004 Using triangulation to identify successful and less successful services brands. Paper presented at 33rd European Marketing Academy Conference, Murcia, Spain, May

Books

- 2010 Creating Powerful Brands in Consumer, Service and Industrial Markets. Fourth Edition
- 2010 From Brand Vision to Brand Evaluation. Third edition
- 2009 Creating and launching a challenger brand : a case study
- 2009 Interacting contributions of different departments to brand success
- 2009 Towards the holy grail of defining "brand"

Services to Thammasat Business School

Teaching

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