

AUTHOR INDEX

A

Alessi 88, 116,
Aldworth, Winston 78
Anonymous 131, 159, 168
Arnould, Eric J. 16, 22, 23, 33, 59, 82,
144, 155
Arsel, Zeynep 4, 20, 26, 32

B

Barnes John 54
Berger, Peter 17
Belk, Russell W. 20, 34, 98
Beverland, Michael B. 3, 5, 14, 16,
17, 19, 20, 21, 25, 26, 27, 37, 48,
49, 50, 52, 53, 54, 55, 56, 57, 58,
67, 69, 70, 72, 73, 74, 81, 82, 87,
93, 94, 99, 101, 109, 116, 118,
120, 121, 123, 124, 130, 144,
146, 147, 156, 164, 170, 172,
178, 179
Boisard, Pierre 146
Booker, Christopher 33, 37
Boyle, David 22
Bradley, John 163, 169
Brady, Chris 88
Branson, Richard 47, 96, 132
Brown, Stephen 22, 58, 100, 108,
121, 122
Budtz, Christian 37, 44
Bueno, Bollivar J. 100
Burr, Chandler 117
Butterfield, Leslie 57

C

Campbell, Colin 69
Cappannelli, G. A. 15
Cappannelli, S. 15
Carruthers, Iain 133, 73, 47
Caves, Richard E. 50, 183
Chalmers, Tandy D. 25
Charles-Roux, Edmonde 48
Christensen, Clayton M. 73, 123
Collins, Jim 179
Courtney, Karl 3
C. S.p.A. 77, 88, 147

D

Dapin, Mark 106, 159, 173
Davies, Keith 130
Dean, Philip 99, 137
Deighton, John 13, 19, 47
Dent, Jackie 31, 72, 88
Dholakia, Nikhilesh 22
Dickinson, Sonia J. 3, 26, 56,
69, 74, 94
Drummond, Scott 3, 85,
141, 175
Dyson, James 45, 47, 105,
133, 146

E

Ebenkamp, Becky 66
Eisenstein, Paul A. 69, 118
Ewing, Michael T. 14, 19, 54, 147

- F**
- Faith, Nicholas 41, 57
 Farmer, Lyn 29, 116
 Farrelly, Francis J. 3, 5, 16, 17, 20, 21, 25, 26, 50, 57, 69, 74, 82, 94, 101, 108, 120, 121, 124, 144, 156, 164, 172
 Fine, Gary A. 16, 73, 124
 Firat, Fuat 22
 Fisk, Glenda M. 16
 Flavell, Kylie 72, 78, 186
 Fog, Klaus 37, 44
 Forden, Sara 51
 Foulkes, Nick 52, 151
 Fournier, Susan 55, 59
 Fox, Catherine 128
 Friedman, Thomas L. 101
 Fullerton, Ronald A. 107
- G**
- Gallagher, Leigh 109
 Giddens, A. 33
 Gilmore, James H. 26, 37
 Gladwell, Malcolm 104, 105, 150
 Goffman, Erving 34
 Gorman, Leon 42, 101
 Grandey, Alicia A. 16
 Grayson, Kent 16, 22, 82
 Gross, Michael 53, 65, 90
 Grossman, Lev 112, 167
- H**
- Hackett, A. J. 78
 Hall, James 13, 77, 185
 Hanna, Tim 80
 Harden, Michael 163, 166
 Hatch, Brad 122
 Hatch, Mary Jo 170
 Hein, Kenneth 183
 Henley, John 5
 Hertzfeld, Andy 57
 Hollister, Geoff 126
 Holt, Douglas B. 4, 5, 17, 18, 141, 179
- Hume, Marion 67, 69, 76, 90, 166, 168, 170
 Hurd, Jim 94, 110
- I**
- Irwin, Colin 55
 Irwin, Terri 107, 110
- J**
- Jackson, Tim 175
 Jansen, Karen J. 16
 Jarratt, Phil
 Jefford, Andrew 97
 Jobs, Steve
 Jones, Deborah 59
 Joplin, Norman 99, 137
 Joyner, Amy 97, 148, 47, 92
- K**
- Kahney, Leander 20, 108, 185
 Kates, Steven M. 19, 155, 156
 Kazanjian, Kirk 47, 92, 97, 148
 Keller, Kevin-Lane 17
 Kelley, Gordon 76
 Kemp-Robertson, Paul 188
 Kendall, Kate 78, 90, 103, 135, 163
 Kiley, David 57, 77
 Klein, Naomi 5
 Koenig, Harold F. 155
 Kotchka, Claudia 63
 Kozinets, Robert V. 58, 100
 Krass, Peter 41, 57, 93
- L**
- Laban, Brian 2, 47, 81, 99, 171
 Lane, Anthony 52, 53, 137
 Levitt, Theodore 4
 Levy, Steven 47, 65, 70, 77
 Lindgreen, Adam 25, 26, 27, 52, 56, 69, 73, 99, 146, 178
 Lorenz, Andrew 88

Lusch, Robert F. 107
Luxton, S. 27, 87, 179

M

MacCannell, D. 17, 110, 111
MacManus, Richard 142
Mack, Ann M. 177
Markham, D. 15
Martinec, Radan 16, 82
Matthews, Ryan 76
Mattila, Anna S. 16
McAlexander, James H. 18, 155
McCallion, Steve 82, 119
McCloy, Nicola 147
McCracken, Grant 22
McDade, William 44
McDowell, Colin 64, 71, 93
McSpedden, Bani 119
Meabon, Linda L. 10
Meagher, David 161, 168, 172
Miller, Daniel 22
Milligan, Andy 166
Moon, Youngme 56, 80, 187
Morris, Evan 63
Muniz Jr., Albert M. 60

N

Napoli, Julie 3, 26, 69, 74, 94
Nathan, John 37, 130
Neumeier, Marty 35, 169, 177

O

Oldenburg, Ray 22
Olney, Richard 98, 148

P

Palepu, Krishna G. 123, 151
Pasi, Alessandro 137, 151
Pasols, Paul-Gerard 93, 163
Patton, Phil 153
Pendergast, Mark 4
Peters, Tom 122

Peterson, Hal 13, 22, 24, 92, 151
Piaggio, 77 88, 147
Pine, B. Joseph 26, 37
Porras, Jerry I. 179
Postrel, Virginia 15, 16, 20, 33, 51, 119
Price, Linda L. 16, 22, 23, 25, 33, 59,
82, 144
Pridmore, Jay 94, 110
Principals-Synovate 4
Putnam, Robert D. 55

Q

Quester, Pascale 21, 50, 57, 101,
156,172

R

Ragas, Matthew W. 100
Rahoi-Gilchrest, Rita 79
Rand, Ayn 103
Ries, Al 179
Rindfleisch, Aric 4, 20, 26, 32
Ritson, Mark 68, 88, 169
Roach, Martin 180
Roberts, Lisa S. 129
Roddick, Anita 29, 45, 56, 96, 118,
127, 131, 134, 161, 162, 169, 170,
172, 178
Rogers, David L. 157
Rose, Randal L. 16, 17
Rosica, Christopher 40, 107, 147,
171, 177
Rubython, Tom 112

S

Samant, Medha 128
Savona, David 189
Schau, Hope Jensen 60
Schmitt, Bernd H. 157
Schouten, John W. 18, 155
Schulman, David 22
Schultz, Majken 170
Scott, Phil 18, 23, 25, 92
Sennett, Richard 67, 132

Shaw, Philip 92
 Sherry Jr., John F. 58, 100
 Sheth, Jagdish N. 33
 Sibley, Brian 35, 113
 Sideman, Lori A. 16
 Simmons, John 78
 Simon, William L. 41
 Sisodia, Rajendra S. 33
 Smith, Catherine 159, 166
 Smith, Gina 41
 Smith, Karen 59
 Smith, Shaun 166
 Specter, Michael 123
 Spenceley, Nick 115
 Srinivasan, Vishnu 123, 151
 Stafford, Patrick 35
 Stebbins, Robert A. 67, 74, 79
 Sudjic, Deyan 22

T

Taylor, David J. 126
 Terrio, Susan J. 146
 Thompson, Craig J. 4, 5, 20, 26, 32, 155
 Tischler, Linda 74
 Tonello, Michael 73, 108
 Trout, Jack 179
 Tumbat, Gulnur 20, 34, 98
 Tupperware 22, 90, 126
 Turner, Brook 115, 130
 Twitchell, James 24

V

Vargo, Stephen L. 107
 Vasagar, Jeevan 5
 Vinjamuri, David 65
 Vink, Michiel W. 25, 26, 27, 52, 69, 74, 99, 146, 178
 Vrotsos, Karen 157

W

Wacker, Watts 76
 Wang, Gao 128
 Ward, Arthur 71
 Waterworth, John T. 99, 137
 Wathieu, Luc 128
 Wetlaufer, Suzy 122, 128
 Wikipedia 66
 Williams, Richard 57
 Wipperfürth, A. 34, 87
 Wolfe, David B. 33
 Wood, Stacy L. 16, 17
 Wozniak, Steve 41
 Wright, Karen 68, 90

Y

Yakaboylu, Baris 37, 44
 Young, Jeffrey S. 41