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# Advances in Corporate Branding

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# About the Editors

**John M. T. Balmer** is Professor of Corporate Marketing at Brunel Business School in London and quondam Professor of Corporate Brand/Identity Management at Bradford School of Management. He is commonly regarded as the “Father” of the corporate brand concept; the corporate marketing notion; and the corporate heritage identity/corporate heritage marketing and monarchical marketing areas. He also co-developed the corporate heritage notion. Since the early 1990s, he has been a leading proponent of the strategic importance of corporate identity, corporate brands, and corporate marketing and has published numerous articles in the above areas in leading journals such as *California Management Review*, *European Journal of Marketing*, *Journal of Business Ethics*, *Long Range Planning*, *British Journal of Management*, *Journal of Business Research*, *Industrial Marketing Management*, *Journal of Marketing Management*, *Journal of General Management*. Since the early 1990s, John has served as a guest editor/joint guest editor of around 30 special editions of academic journals. After his first degree at Reading University and postgraduate studies at Durham University, he completed his PhD in corporate identity management at Strathclyde University Business School and, within three years, was appointed as Professor of Corporate Identity at Bradford University School of Management where he subsequently was accorded the title of Professor of Corporate Brand/Identity Management in recognition of his pioneering scholarship in both areas. In 2007, he joined the faculty at Brunel University Business School, London, as Professor of Corporate Marketing. All three (full) professorial appointments are the first of their kind. He is the founder, chairman, and conference organiser of the International Corporate Identity Group (ICIG) – [www.icig.org.uk](http://www.icig.org.uk) – dating back to 1994 and in an analogous fashion he is the founder, chairman, and conference organiser of the International Corporate Heritage Symposium which was founded in 2001. He serves as Chairman of the Senior Consulting Editorial Board for the *Journal of Brand Management* and sits on the Senior Advisory Board of the *Journal of Product and Brand Management*.

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(innovation) management – especially product lines product design, and product packaging, and manufacturer – retailer relationships. He was a co-guest editor (together with Barry Bayus and Kevin Lane Keller) of a special section on “brand and innovation interdependencies” in the *Journal of the Academy of Marketing Science*. He further co-edited two past special issues of the *Journal of Brand Management*. His works have appeared in the *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Journal of Brand Management*, *Journal of Product and Brand Management*, *Corporate Reputation Review*, *Journal of Business-to-Business Marketing*, among others.

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