**Chief Editors**

**Dr. Janice Denegri-Knott** worked in the not for profit sector after completing her undergraduate studies in communication and development at the Universidad Católica Boliviana. Shortly after that she earned a masters in marketing communications from the Bournemouth Media School and went on to gain her PhD from the Business School at the University of Exeter, England. She teaches consumer culture and behaviour at the Bournemouth Media School and is part of the Emerging Consumer Culture Group (ECCG). Her research deals with the structuring of consumption patterns and practices in digital virtual spaces. She has recently co-edited, *Digital Virtual Consumption,* a collection of essays that deal with these issues. She has published extensively in the field of digital virtual consumption and more recently about marketing and consumer behaviour in emerging economies. She has published in journals like: The *Journal of Macromarketing;* *Consumption, Markets & Culture, Journal of Consumer Culture, Journal of Computer Mediated Communication*, *Journal of Consumer Behaviour* and the *Journal of Consumer Policy*. She also belongs to the editorial boards of *Consumption, Markets & Culture* and *Marketing Theory*. Her paper with Dr. Mike Molesworth mapping out the field of Digital Virtual Consumption was granted a Best Paper Award by the editorial board of Consumption, Markets & Culture. She has also worked with major UK brands on projects dealing with the valuation and capitalization of digital content.

**Dr. Carrie Hodges**

Caroline Hodges is a Senior Lecturer in The Media School, BU, specialising in promotional culture in a Latin American context. She has a BA Hons in Spanish from the University of Southampton and a PhD in Communication from Bournemouth University. As a member of the Emerging Consumer Cultures Group (ECCG), Caroline's main areas of interest are Latin American communication and cultural theory; the application of ethnography and creative participatory methods within media and communication research and public relations as a cultural intermediary. Caroline is on the Advisory Board of both Public Relations Inquiry and the Journal of Latin American Communication Research and is co-editor of 'Public Relations, Society and Culture' (2011, Routledge) with Dr Lee Edwards, University of Leeds.

**Editorial team**

**Professor Jacquie L’Etang** works at Queen Margaret University. She worked in a variety of public relations roles at the British Council and the London School of Economics in the 1980s including the British Council’s 50th anniversary celebrations (1984), project management for promotional publications, staff newsletter and annual report, internal communications, alumni relations. Her first degree was in American & English History (UEA); subsequently she obtained postgraduate degrees in Commonwealth History (London), Public Relations (Stirling) and Social Justice (Stirling). Her PhD (also at Stirling) was focused on the evolution of public relations in British society. Jacquie is the author of Public Relations: theory, practice and critique (Sage, 2008), which has been translated into Croatian, Czech and Spanish, and Public Relations in Britain: a history of professional practice (LEA, 2004). She is co-editor and co-author of Public Relations: critical debates and contemporary practice (LEA, 2006) and Critical Perspectives in Public Relations (ITBP, 1996). Currently she has five book projects at different stages: an individually authored book on Sports public relations: concepts, practice and critique (Sage); Pathways to public relations history: global perspectives on profession and practice (Routledge) – an international volume on public relations history co-edited two American academics; a new edition of her text book; a co-edited international handbook (Routledge); and a co-authored book exploring connections between media and public relations (Palgrave Macmillan). She has published nearly 70 articles, book chapters, reviews and editorials on a wide range of topics including the ethics of communication, rhetoric, propaganda, professionalism, diplomacy, tourism, sport, history and anthropology. Current research includes the project ‘International Public Relations Association: sociological history and discourses in professionalizing and globalizing contexts’ funded by the Carnegie Trust. She is also working on a range of individual and collaborative grant applications.

**Professor Stephanie O’Donohue** works in the area of Advertising and Consumer Culture at The University of Edinburgh Business School. She studied at the College of Marketing and Design in Dublin and obtained a first class BSc (Management) degree fromTrinity College, Dublin. She worked in the Irish whiskey industry prior to joining the University of Edinburgh as a lecturer whilst undertaking a PhD on young adults’ experiences of advertising.

An interpretive consumer researcher, her research interests include advertising production and consumption; children as consumers; and consumption experiences during bereavement and among expectant and new mothers. Recent papers have explored the portrayal of yummy mummies in advertising and popular culture; advertising creatives’ working lives; and consumption symbolism in bereavement. Her work has been published in journals including the European Journal of Marketing, Journal of Marketing Management, International Journal of Advertising, Advertising & Society Review, Consumption, Markets and Culture, and Human Relations. It has also been presented at conferences ranging from Child and Teen Consumption and Consumer Culture Theory to the Social Context of Death, Dying and Disposal.

She is the book review editor for the International Journal of Advertising and is also on the editorial boards of various journals. She has served as external examiner on a range of marketing communications courses and PhD vivas in the UK and internationally.

**Dr Liz Parsons is** the joint editor of *Marketing Theory* and currently teaches consumer research and behaviour at Keele University. Her current research interests lie in two key areas: the cultures of secondhand markets and the construction of gender and identity in organizational life. She is also the co-editor or various books like Branded Lives (2011) and *Key Concepts in Critical Management Studies.*