

Refereed Journal Articles:

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Consumer response to gift promotions (with T. Montaner and I. Buil) Journal of Product and Brand Management Vol 20, No 2, pp101-110, 2011

Consumer based brand equity conceptualization and measurement: a literature review. (with G. Christodoulides). International Journal of Market Research Vol 52, No 1, pp43-66, 2010

Interacting contributions of different departments to brand success (with S. Cottam). Journal of Business Research Vol 62, No 3, pp297-304, 2009.

Towards the holy grail of defining “brand”. Marketing Theory Vol 9, No 1, pp101-105, 2009

Towards new conceptualizations of branding: Theories of middle range. (with R. Brodie). Marketing Theory Vol 9, No 1, pp95-100, 2009

Creating and launching a challenger brand: A case study (with S. Cottam) The Service Industries Journal Vol 29, No1, pp75-89, 2009.

Service employee performance: its components and antecedents (with E. Wallace). Journal of Relationship Marketing Vol 8, No 2, pp82-102, 2009

Brand extension strategies: perceived fit, brand type and culture influences (with I. Buil and L. Hem). European Journal of Marketing Vol 43, No 11/12, pp1300-1324, 2009

Exploring brand sabotage in retail banking (with E. Wallace) Journal of Product and Brand Management Vol 18, No 3, pp198-211, 2009

Effect of brand extension strategy on brand image: A comparative study of the UK and Spanish markets (with E. Martinez and Y. Polo). International Marketing Review Vol 25, No 1, pp107-137, 2008.

Classifying, identifying and managing the service brand saboteur (with E. Wallace). The Service Industries Journal Vol 28, No 1-2, pp151-165, 2008

A cross national validation of the consumer-based brand equity scale (with I. Buil and E. Martinez). Journal of Product and Brand Management. Vol 17, No 6, pp384-392, 2008.

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* This paper is an Outstanding Paper Award Winner at the Literati Network Awards for Excellence 2009

Exploring managers’ views about brand saboteurs (with E. Wallace). Journal of Marketing Management Vol.23, No.1-2, pp.91-106, 2007.

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Communicating services brands' values internally and externally (with S. Drury and S. Segal-Horn). Services Industries Journal, Vol.26, No.8, pp.819-836, 2006.

Conceptualising and measuring the equity of online brands (with G. Christodoulides, O. Furrer, E. Shiu and T. Abimbola). Journal of Marketing Management, Vol.22, No.7-8, pp.799-825, 2006.

Building a political brand : ideology or voter drives strategy (with P Reeves and M Carrigan). Journal of Brand Management, Vol.13, No.6, pp.418-428, 2006.

Delphic brand visioning to align stakeholder buy-in to the city of Birmingham brand (with B Virgo). Journal of Brand Management, Vol.13, No.6, pp.379-392, 2006.

Internal brand building and structuration : the role of leadership (with C Vallaster). European Journal of Marketing, Vol.40, No.7/8, pp.761-784, 2006.

Why are all financial services brands not great? (with S Cottam). Journal of Product and Brand Management, Vol.15, No.2, pp.88-97, 2006

The effect of service brand extensions on corporate image : an empirical model (with J. Pina, E. Martinez and S. Drury). European Journal of Marketing, Vol.40, No.1/2, pp.174-197, 2006

Internal factors driving successful financial services brands (with S Cottam) European Journal of Marketing, Vol.40, No.5/6, pp.611-633, 2006

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