Contributors

Simon Anholt is a leading authority on managing and measuring national identity and reputation, and the creator of the field of nation and place branding. He is a member of the UK Foreign Office's Public Diplomacy Board, and has advised the governments of some 30 other countries from Chile to Botswana, Korea to Jamaica, and Bhutan to the Faroe Islands. He is founding editor of the quarterly journal Place Branding and Public Diplomacy, and author of Another One Bites the Grass; Brand New Justice; Brand America; Competitive Identity: The New Brand Management for Nations, Cities and Regions; and Places: Identity, Image and Reputation. He publishes two major annual surveys, the Anholt Nation Brands Index and State Brands Index. He was awarded the 2009 Nobel Colloquia Prize for Leadership in Economics and Management and is a Parliamentarian of the European Cultural Parliament. For further information, please see www.simonanholt.com.

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Peter Jackson is Professor of Human Geography at the University of Sheffield, UK. He is co-author of Making Sense of Men’s Magazines (Polity Press, 2001) and editor of Changing Families, Changing Food
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Nick Lewis is an economic and political geographer at the University of Auckland. He is interested in the relationships among geographical imaginaries, claims about geographical provenance, and the construction of economic value. He has studied the wine, international education and fashion industries. More widely his interests extend to ideas of ‘post-development’ and post-structural approaches to political economy, especially as they pertain to the work of economic development agencies and initiatives in New Zealand and the Pacific. Nick is heavily involved in projects to promote the social sciences in New Zealand, and
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Polly Russell received her Ph.D. from the University of Sheffield in 2003, funded by an ESRC-CASE award. She is co-author of Kitchen Revolution (Ebury Press, 2008) and currently works as a content specialist in the social science division of the British Library, responsible for their wide range of food-related resources.

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