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Research interests and personal profile

My research interests are in marketing and organizational history and the political economy of consumption and consumerism. In my recent publications, I have focussed on the globalization of consumer research and the trans-Atlantic transfer of knowledge and consumer expertise in the advertising industries in the twentieth century. My PhD thesis, a political and business history of the advertising industry in early twentieth-century Britain, was accepted without changes in December 2008 and won the Coleman Prize for the best dissertation in British business history in 2009.

Currently, I am teaching general marketing and marketing ethics courses at CBS at undergraduate level. My teaching experiences include putting together undergraduate and postgraduate courses as well as the supervision of undergraduate and MSc coursework and theses. My research and teaching skills include the ability to successfully participate in team projects. I offer a competent understanding of the different roles of teaching and curriculum design and the administrative responsibilities connected to departmental positions.

Education

- 2001-2008 PhD student at Birkbeck College, University of London (part-time)
Respectable Persuaders: the Advertising Industry and British Society, 1900-1939 (Supervisor: Prof. Frank Trentmann).
The thesis focuses on the emergence of an advertising industry in Britain, vis-à-vis the threat of American agencies entering the UK market and the hostile cultural climate the industry had to operate in. The rise of this service industry is studied from a marketing historical and organizational theory point-of-view. I argue that the interwar “marketing revolution” (Fitzgerald) could only take place because of the advertising industry’s ability to acquire social and cultural capital (Bourdieu). This quest for professional legitimacy influenced the structures of agency competition for clients and consumers: what had been a conglomeration of advertising space salesmen in 1900 became an efficient and competitive service industry some forty years later.
- 1996-2000 M.A. in Modern History and the History of Science, University of Jena
The MA course focused on modern German and European history as well as on the role of the human sciences in the emergence of modern notions of individualism.
- 1991-1995 Abitur (equivalent to A-levels in Britain) at Goethe Gymnasium Weimar.

Teaching Experience

Queen Mary University of London *September 2005 – December 2009*

Lecturer in Marketing. As part of my duties in this position I organised and taught seminars in marketing management (1st-year UG level), marketing communications (advertising), international marketing, and marketing and society (marketing ethics/critical marketing) (all at PG level). Apart from teaching, my duties included the setting and marking of exam papers and course work and the supervision of student theses (both undergraduate and postgraduate level). I was also involved in the development and administration of the MSc course in International Marketing, including the supervision of student projects and MSc theses.

University of Reading Business School *October 2004 - July 2005*

Lecturer in Marketing Management. This position included the complete course design, lectures and seminars, students' assessments as well as the course work marking (essays and exams) for a group of more than 60 students.

Birkbeck College *December 2001 - October 2006*

Lecturer for the Students' Union Skills for Study Programme. The duties of this post consist of organising and implementing seminars and lectures for undergraduate and postgraduate students in basic study and research techniques.

Work Experience

Imperial College *September 2003 - October 2004*

Research Support Assistant at the Centre for Energy Policy and Technology at Imperial College (ICCEPT).

Birkbeck College *January - December 2002*

Administrator for the AHRB/ESRC Cultures of Consumption Research Programme.

Leo Burnett *July - October 2001*

Internship in international advertising company based in Frankfurt.

MMK GmbH *January - July 2001*

Working for a Hamburg-based PR agency.

Max-Planck-Institute for Research into Economic Systems *1999-2000*

Work as Research Assistant for a team of economists at Jena University (Germany).

Publications, Conference Papers and Research Awards

Journal Articles and Working Papers

Books and Edited Special Issues

Book Chapters

Book Reviews

Conference Papers

Awards, Research Grants and Affiliations

Journal Articles and Working Papers

1. “Das haben Sie verdient’: 1969 Machtwechsel in Bonn”, in: Damals, No. 9, 1999, pp. 7-11.
2. “Marken-PR statt Markenwerbung? Theoretische Überlegungen aus der Praxis anhand der Kommunikation für Chivas Regal”, in: Public Relations Forum, Vol. 7, No. 1 (February 2001), pp. 16-22.
3. Conference Report: “Die europäische Zivilisation - Idee und Praxis. Eine Sommerschule des Zentrums für Vergleichende Geschichte Europas, September 2002”, in: Comparativ, Vol. 12 (2002), No. 3, pp. 159-162.
4. “Containment via edutainment: the British advertising industry’s reaction to the rise of consumer movements in the US and the UK, 1930-1960”, in: Proceedings of the 2004 Economic History Society Annual Conference, Royal Holloway University of London.
<http://www.ehs.org.uk/ehs/conference2004/assets/schwarzkopf.doc>.
5. “They do it with mirrors: advertising and British Cold War consumer politics”, in: Contemporary British History, Vol. 19, No. 2 (June 2005), pp. 133-50.
6. “Sources for the history of advertising in the United Kingdom: the records of advertising agencies and related advertising material at the History of Advertising Trust”, in: Business Archives, No. 90 (November 2005) pp. 25-36.
7. “Ernest Dichter (1907 – 1991) and Motivation Research: an international perspective”, in: Medien und Zeit, Vol. 20, No. 4 (December 2005), pp. 40-9.
8. “Classes to masses: how advertising agencies responded to the challenges of the mass market in interwar Britain”, in: Proceedings of the 2006 Economic History Society Annual Conference, University of Reading.
<http://www.ehs.org.uk/ehs/conference2006/Assets/IVESchwarzkopf.pdf>.
9. “‘Culture’ and the limits of innovation in marketing research: Ernest Dichter, motivation studies and psychoanalytic consumer research in Great Britain, 1950-1970”, in: Management & Organizational History, Vol. 2, No. 3 (2007), pp. 219-36.

10. "Creativity, capital and tacit knowledge: the Crawford agency and British advertising in the interwar years", in: Journal of Cultural Economy, Vol. 1, No. 2 (2008), pp. 181-97.
11. "Turning trade marks into brands: how advertising agencies created brands in the global market place, 1900-1930", Centre for Globalization Research, School of Business and Management, Queen Mary University of London, Working Paper No. 18 (August 2008).
12. "Discovering the consumer: market research, product innovation and the creation of brand loyalty in Britain and the United States in the interwar years", in: Journal of Macromarketing, Vol. 29, No. 1 (March 2009), pp. 8-20.
13. "What was advertising? The invention, rise, demise, and disappearance of advertising concepts in nineteenth- and twentieth-century Europe and America", in: Business and Economic History Online, Vol. 7 (2009).
<http://www.h-net.org/~business/bhcweb/publications/BEHonline/beh.html>
14. "Respectable persuaders: the advertising industry and British society, 1900-1939", in: Business History News: Newsletter of the Association of Business History, No. 39 (Autumn 2009), pp. 3-12.
15. "Ernest Dichter, motivation research and the making of the disembedded consumer", in: European Advances in Consumer Research, Vol. 9 (2011), ed. by A. Bradshaw, P. Maclaran and C. Hackley. Duluth, MN [*forthcoming*].
16. "The consumer as voter, judge and jury: historical origins and social consequences of a marketing myth", in: Journal of Macromarketing, Vol. 31, No. 1 (March 2011) [*forthcoming*].
17. "Marketing, realism and reality: a plea for more "ideology" in marketing historical research", in: Journal of Macromarketing, Vol. 31, No. 1 (March 2011) [*forthcoming*].
18. "The political theology of consumer sovereignty: towards an ontology of consumer society", in: Theory, Culture & Society, Vol. 28 (2011) [*forthcoming*].

Books and Edited Special Issues

19. Editor of Anatomie des Machtwechsels: Die sozialdemokratischen Regierungsübernahmen von 1969 und 1998. Leipzig: Leipzig University Press, 2003. iv + 229 pp. ISBN 3-935693-93-1.

This book provided the first comprehensive analysis of social-democratic election campaigns in German politics between the late 1960s and the late 1990s. The book is positioned as a historical study of political marketing in post-war Germany and has received a number of positive reviews mostly in German political studies journals.

20. Editor (with Rainer Gries) of Ernest Dichter, Doyen der Verführer: Zum 100. Geburtstag des Vaters der Motivforschung. Vienna: Verlag Mucha, 2007. 329 pp. ISBN 3-900823-58-8.

This book is edited by me and Rainer Gries of Vienna University with an Austrian publisher. This publication, my second edited book, developed out of an international conference organised by myself and Prof. Gries in Vienna in December 2005. The book brings together the latest research on the history of motivation and marketing research.

21. Editor (with Michael Heller) of Special Issue on “Company Magazines” with Management & Organizational History, Vol. 3, No. 3-4, August/November 2008.

22. Editor (with Rainer Gries) of Ernest Dichter and Motivation Research: New Perspectives on the Making of Post-war Consumer Culture. London: Palgrave-Macmillan 2010. xii + 293 pp. ISBN 978-0-230-53799-6.

This publication, my third edited book, brings together some of the foremost international researchers in marketing and the cultural history of brands and branding, such as Ronald Fullerton, Daniel Horowitz, Regina Blaszczyk and Katherine Parkin.

Book Chapters

23. “Einleitung” (pp. 8-19) and “Der ‘politische Vatermord’ an Helmut Kohl: Ein Machtwechsel der Mythen” (pp. 200-227), in: Anatomie des Machtwechsels: Die sozialdemokratischen Regierungsübernahmen von 1969 und 1998, Leipzig: Leipzig University Press, 2003.

24. “Die ‘Neue Mitte’ oder: Wahlkampf als Produkteinführung. Die Bedeutung der Begriffsarbeit für den sozialdemokratischen Machtwechsel 1998”, in: Rainer Gries, Wolfgang Schmale (eds.), Kultur der Propaganda. Bochum: Winkler, 2005, pp. 211-50.

25. “Kontrolle statt Rausch? Marktforschung, Produktwerbung und Verbraucherlenkung im Nationalsozialismus zwischen Phantasien von Masse, Angst und Macht”, in: Arpad von Klimó, Malte Rolf (eds.), Rausch und Diktatur: Inszenierung, Mobilisierung und Kontrolle in totalitären Systemen. Frankfurt/Main: Campus, 2006, pp. 193-216.

This article looks at the underlying psycho-cultural assumptions of NS advertising professionals in Germany between 1933 and 1945 with regard to consumers and consumption as a social activity. An English translation of this article will be submitted to an international journal by late 2010.

26. “Who said ‘Americanization’? The case of twentieth-century advertising and mass marketing from a British perspective”, in: Jessica Gienow-Hecht (ed.), Decentering America: New Directions in Culture and International History. Series: Explorations in Culture and International History. New York: Berghahn Books, 2007, pp. 33-100.

This article appeared in a widely-acclaimed series of the American publisher Berghahn Books. The editor of the collection is Visiting Professor at Harvard University, Centre for European Studies.

27. “From Barnum to ‘Organization Man’: images of “America” in the British advertising discourse, 1850s – 1950s”, in: Catherine Armstrong (ed.), America in the British Imagination. Cambridge: Cambridge Scholar Press, 2007, pp. 132-52.

This article is in a book edited by Catherine Armstrong of Warwick University and it discusses the responses of the British advertising industry to the challenges set by American competitors on the British market.

28. “Transatlantic invasions or common culture? Modes of cultural and economic exchange between the American and the British advertising industries, 1951-1989”, in: Mark Hampton and Joel Wiener (eds.), Anglo-American Media Interactions, 1850-2000. London: Palgrave, 2007, pp. 254-74.

This article appears in a book edited by two of America’s foremost media historians. It takes the discussion of the article in the book edited by Armstrong further into the post-war period.

29. ‘Der grosse Verführer?’ (pp. 13-30) and ‘Ernest Dichter motiviert Grossbritannien. Oder: wie der Kalte Krieg eine “amerikanische” Marktforschungstechnik etwas “englischer “ machte” (pp. 218-232), in: Ernest Dichter, Doyen der Verführer: Zum 100. Geburtstag des Vaters der Motivforschung. Vienna: Verlag Mucha, 2007.

30. “Consumer voice and brand loyalty: Lever, J. Walter Thompson and the rise of market research in Britain, 1918-1939”, in: Blaine Branchik (ed.), Marketing at the Center: Proceedings of the 13th Biennial Conference on Historical Analysis and Research in Marketing. Durham, NC 2007, pp. 180-92.

31. “Hidden Persuaders” in: William A. Darity (Editor-in-Chief), International Encyclopedia of the Social Sciences, 2nd Edition. Detroit: Macmillan Reference 2008, vol. 3, pp. 472-3.

32. “British and American advertising agencies’ responses to the introduction of commercial television in the United Kingdom, 1953 – 1965”, in: Michael Bailey (ed.), Narrating Media History. London: Routledge 2008, pp. 83-94.

This article is in a book which engages with the competing narratives that inform media historical studies. It argues that the UK advertising industry did not embrace the arrival of commercial television in the mid-1950s; nor did this arrival represent consumers’ interests.

33. (with Prof. Spyros Maniatis) “Co-Branding”, in: Ilanah Simon Fhima (ed.), Trade Mark Law and Sharing Names: Exploring Use of the same Mark by Multiple Undertakings. Cheltenham: Edward Elgar, 2009, pp. 237-60.

34. “Innovation, modernisation and ‘consumerism’: the contribution of the Co-operative movement to the making of British advertising culture, c.1890s-1950s”, in: Lawrence Black et al. (eds.), Taking Stock: Consumerism and the Co-operative Movement in Modern British History. Manchester: Manchester University Press, 2009, pp. 197-221.

This article presents the first overview of the advertising and marketing activities of the British Co-operative movement over the course of the 20th century. I argue that alternative, non-capitalist

forms of business organisations such as the ‘Co-op’ can harness the communicative powers of competitive advertising for their organisational aims.

35. “Procter & Gamble and the ethnology of markets: adapting a giant to emerging markets”, in: Chris Fill, Marketing Communications: Interactivity, Communities and Content. Harlow: Pearson, 5th ed. 2009, pp. 859-60.
36. “The ‘consumer jury’: historical origins and social consequences of a marketing myth”, in: Richard Hawkins (Ed.), Marketing History: Strengthening, Straightening, and Extending. Proceedings of the 14th Biennial Conference on Historical Analysis and Research in Marketing. Leicester 2009, pp. 238-49.
37. “Turning trade marks into brands: how advertising agencies practiced and conceptualised branding, 1890-1930”, in: Teresa da Silva Lopes and Paul Duguid (eds.), Trademarks, Brands and Competitiveness. London: Routledge, 2010, pp. 165-193.
38. “Ernest Dichter, motivation research and the ‘Century of the Consumer’”, in: Stefan Schwarzkopf, Rainer Gries (Eds.), Ernest Dichter and Motivation Research: New Perspectives on the Making of Post-war Consumer Culture. London: Palgrave-Macmillan, 2010, pp. 3-38.
39. “Ernest Dichter motivates the British: motivation research and contested professional legitimacies in Britain”, in: Stefan Schwarzkopf, Rainer Gries (Eds.), Ernest Dichter and Motivation Research: New Perspectives on the Making of Post-war Consumer Culture. London: Palgrave-Macmillan, 2010, pp. 220-235.
40. “Motivation research – episode or paradigm shift? From Ernest Dichter to consumer ethnography, neuromarketing and bio-power”, in: Stefan Schwarzkopf, Rainer Gries (Eds.), Ernest Dichter and Motivation Research: New Perspectives on the Making of Post-war Consumer Culture. London: Palgrave-Macmillan, 2010, pp.269-290.
41. “Advertising, emotions, and ‘hidden persuaders’: the making of Cold-War consumer culture in Britain, 1940 – 1960”, in: Annette Vowinckel, Thomas Lindenberger, Marcus M. Payk, and Bernd Stöver (eds.), European Cold War cultures? Societies, media, and Cold War experiences in East and West. New York: Berghahn Books, 2011 [*forthcoming*].
42. “The statisticalization of the consumer in British market research, c. 1920-1960: profiling a good society”, in: Tom Crook and Glen O’Hara (eds.), Numbers and the People: Statistics and the Public Sphere in Modern Britain, c.1750- c.1950. London: Routledge, 2011 [*forthcoming*].
43. “A radical past? The political history of market research in Great Britain, 1900-1950”, in: Kerstin Brückweh (ed.), The Voice of the Citizen Consumer: a History of Market Research, Consumer Movements, and the Political Public Sphere. Oxford: Oxford University Press, 2011 [*forthcoming*].

44. "Managing the unmanageable: the professionalisation of market and consumer research in postwar Europe", in: Ralph Jessen (ed.), Retailing in Europe after 1945. Ashgate: Aldershot, 2011 [*forthcoming*].
45. "Marketing rhetoric, scientific market research and the engineering of consumer society in Britain, 1920-1960", in: Benjamin Ziemann et al. (eds.), Engineering Society: the Scientization of the Social in Comparative Perspective, 1880-2000. London: Routledge, 2011 [*forthcoming*].
46. "How do states understand markets and consumers? The uses of market research in British government departments and in the public sector, 1920-1940", in: Hartmut Berghoff (ed.), Understanding Markets. London: Palgrave, 2011 [*forthcoming*].

Book Reviews

47. Review of Rainer Gries, "Produkte als Medien: Kulturgeschichte der Produktkommunikation in der Bundesrepublik und der DDR", in: Medien und Zeit, Vol. 18, No. 3 (2003), pp. 40-42.
48. Review of Heinz-Gerhard Haupt, "Konsum und Handel: Europa im 19. und 20. Jahrhundert", Göttingen 2003, in: Zeitschrift für Geschichtswissenschaft, Volume 52, No. 1 (January 2004), pp. 86-7.
49. Review of Exhibition "1920s: the decade that changed London", 16 October 2003 – 20 July 2004 at the Museum of London, in: London Student, February 2-16 2004, Vol. 24, No. 1, p. 11.
50. Review of Matthew Hilton, "Consumerism in twentieth-century Britain: the search for a historical movement", Cambridge 2003, in: H-Soz-und-Kult (e-journal: <http://hsozkult.geschichte.hu-berlin.de/rezensionen>), 10. February 2004.
51. Review of Alexander Roth, "Werben mit der Wende: Wirtschaftskommunikation zur deutschen Einheit", Leipzig 2002, in: Zeitschrift für Geschichtswissenschaft, Vol. 52, No. 5 (May 2004), pp. 486-8.
52. Review of Deutsches Historisches Museum (eds.), "Kaiser, Führer, Republik: Politische Postkarten vom Kaiserreich bis zur Besatzungszeit, Berlin 2003, in: H-Soz-und-Kult (e-journal: <http://hsozkult.geschichte.hu-berlin.de/rezensionen>), 23. September 2004.
53. Review of Silke Satjukow and Rainer Gries (eds.), "Sozialistische Helden: Eine Kulturgeschichte von Propagandafiguren in Osteuropa und der DDR", Berlin 2002, in: Comparativ, Vol. 14, No. 4 (2004), pp. 158-60.
54. Review of John Benson and Laura Ugolini (eds.), "A Nation of Shopkeepers: Five Centuries of British Retailing", London 2003, in: History. The Journal of the Historical Association, Vol. 90, No. 297 (January 2005), pp. 104-5.

55. Review of Michael Prinz (ed.), “Der lange Weg in den Überfluss: Anfänge und Entwicklung der Konsumgesellschaft seit der Vormoderne”, Munich 2003, in: Business History, Vol. 47, No. 2 (April 2005), pp. 313-5.
56. Review of Anandi Ramamurthy, “Imperial persuaders: Images of Africa and Asia in British advertising”, Manchester 2003, in: Cultural and Social History, Vol. 2, No. 3 (2005), pp. 389-91.
57. Review of Victoria de Grazia, “Irresistible Empire: America’s advance through twentieth-century Europe”, Cambridge, MA 2005, in: Economic History Review, Vol. 59, No. 2 (May 2006), pp. 426-7.
58. Review of Veronique Pouillard, “La publicité en Belgique, 1850-1975: des courtiers aux agences internationales” Brussels 2005, in: Business History, Vol. 49, No. 2 (March 2007), pp. 261-2.
59. Review of Alain Chatriot, Marie-Emmanuelle Chessel, Matthew Hilton (eds.), “The expert consumer: associations and professionals in consumer society”, Aldershot 2006, in: Economic History Review, Vol. 60, No. 2 (May 2007), pp. 448-9.
60. Review of Philipp Heldmann, “Herrschaft, Wirtschaft, Anoraks: Konsumpolitik in der DDR der Sechzigerjahre”, Göttingen 2004, in: Zeitschrift für Geschichtswissenschaft, Vol. 55, No. 2 (February 2007), pp. 198-200.
61. Review of Reklame: Produktwerbung im Plakat, 1890-1918 (CD-Rom). Berlin 2005, in: H-Soz-und-Kult (e-journal: <http://hsozkult.geschichte.hu-berlin.de/rezensionen>), February 6, 2007.
62. Review of Alan Burton, “The British Consumer Co-operative Movement and Film, 1890s-1960s”, Manchester 2005, in: Media History, Vol. 13, No. 2/3 (August – December 2007), pp. 306-8.
63. Review of Kathleen Franz, “Tinkering: consumers reinvent the early automobile”, Philadelphia 2005, in: Business History, Vol. 50, No. 3 (2008), pp. 398-400.
64. Review of Richard Tilly (ed.), “Economic History Yearbook: Vertrauen/Trust”, Vol. 2005/1, Berlin 2005, in: Business History, Vol. 50, No. 4 (2008), pp. 561-3.
65. Review of Subhabrata Bobby Banerjee, “Corporate Social Responsibility: the good, the bad and the ugly”, Cheltenham 2007, in: Journal of International Management, Vol. 15, No. 1 (March 2009), pp. 118-19.
66. Review of Elspeth Brown, “The corporate eye: photography and the rationalization of American commercial culture, 1884-1929”, Baltimore 2005, in: Business History, Vol. 51, No. 2 (March 2009), pp. 302-5.

Conference Papers (*Papers in German are quoted in their original title*)

- Leipzig University, 82nd Annual Conference of the German Society for the History of Medicine, Sciences and Technology, September 24 - 27 1999: “Mit den Waffen Old Shatterhands im Kampfe für Darwin - Ernst Haeckels Expeditionen als Arbeitspraxis und Selbstdarstellung”
- Postgraduate and Postdoctoral Symposium at the Max-Planck-Institute for the History of Science Berlin, January 22 2000: “Experimental Body - Experimenter’s Body: Alexander von Humboldts ‘Versuche über die gereizte Muskel- und Nervenfasern’ (1797)”
- Seminar of the Department of History at the University of Jena, April 19 2000: “Alexander Mitscherlich und die ‘Konservative Revolution’” (summary of the research results of my M.A. thesis)
- Conference “Portraiture and Scientific Identity”, National Portrait Gallery London, June 23 - 24 2000: “Portraiture as Scientific Argumentation - Ernst Haeckel and his Portraits of Goethe, Lamarck and Darwin”
- Postgraduate and Postdoctoral Symposium at the Max-Planck-Institute for the History of Science Berlin, January 27 2001: Discussion of Martin Lengwiler’s paper on ‘Heuristics of uncertainty: risk communication in twentieth-century accident and health prevention’
- Workshop “History of Propaganda as Cultural History”, Department of History at the University of Vienna (Austria), November 16 - 18 2001: “Die ‘Neue Mitte’ oder: Wahlkampf als Produkteinführung. Die Bedeutung der Begriffsarbeit für den sozialdemokratischen Machtwechsel 1998”
- Graduate Student Workshop “The Rise and Impact of the Social Sciences”, Centre for European Studies, Harvard University, April 10 - 12 2002: “Discovering Consumer’s Brain: Attention, Consumption and the Emergence of Advertising as Social Technique”
- Summer School of the Centre for Comparative European History, Free University Berlin, “Die europäische Zivilisation – Idee und Praxis”, September 1 - 8 2002: “An all-consuming Island: Advertising and the Construction of the Consumer in Britain, 1919-1939”
- Conference “Culture and International History II”, Leucorea Foundation, University of Wittenberg, December 18 - 20 2002: “Who said ‘Americanisation’? The Case of twentieth- century Advertising and Mass Marketing reconsidered”
- Conference “Psyche der Schrift - Medialität des Menschen”, Bauhaus University Weimar, January 31 – February 2 2003: “Die Psyche der Schrift: Werbetypographie, Massenpsychologie und Konsum, 1914 – 1945”

- Work in Progress Seminar Term 2002/03, Birkbeck College, February 21 2003: “Selling Modernity: Advertising and the Making of British Consumer Culture, 1914-1945”
- Workshop “Kaufland Germany? Retailing and Distribution in Historical Perspective 1500-2000”, University of Wolverhampton, March 12 2003: “Did they stock Modernity? German Middle-class Shopkeepers, the Department Store Problem and the Rise of Fascism in Germany”
- Young Author’s Forum at Leipzig Book Fair, final book presentation “Anatomie des Machtwechsels”; Discussion with Alexander Roth, M.A. and Dr. Rainer Gries about new approaches to the history of politics and advertising (“Neue Wege zur Geschichte von Werbung und Politik”), March 21 2003
- Postgraduate Seminar (Summer-Term 2003), University of Essex, April 24 2003: “Selling Modernity: Advertising and the Making of British Consumer Culture, 1914-1945”
- 22nd Annual Conference of the European Society for the History of Human Sciences, University of York, August 29 - September 2 2003: “Of laboratory mice and salesmen: the history of early twentieth-century advertising psychology from the business history perspective”
- Conference “Britain and the Culture of the Cold War”, Institute for Contemporary British History, University of London, September 12 - 13 2003: “Experts of enduring freedom: the 1951 London International Advertising Conference in the light of the Cold War”
- Seminar Series “Psy-Studies”, Department of History and Philosophy of Science, University of Cambridge, November 19 2003: “Hidden Persuaders? Early twentieth-century advertising psychology from a business history point of view”
- Conference “Emotional Codes and Affective Expressiveness in Modern Dictatorships – Rausch und Diktatur II”, Humboldt University Berlin, December 11 - 13 2003: “Controlling the raptured horde? Market research, advertising and the steering of the consumer in NS-Germany”
- Social History Society (UK) Annual Conference, University of Rouen (France), January 8 - 10 2004: “Containment via edutainment: the British advertising industry’s reaction to the rise of consumer movements in the US and UK, 1930-1960”
- History of Psychology Research Seminars, History of Psychology Centre (British Psychological Society), February 18 2004: “Selling modernity: advertising and the making of British consumer culture, 1914-1945”
- Economic History Society Annual Conference, Royal Holloway College, University of London, April 2 - 4 2004: “Containment via edutainment: the British

advertising industry's reaction to the rise of consumer movements in the US and UK, 1930-1960"

- 9th Annual Conference of the History Section of the German Psychological Society (DGP), University of Gießen (Germany), April 5 2004: "Labormäuse im Warenhaus? Die Geschichte der Werbepsychologie des frühen zwanzigsten Jahrhunderts aus einer wirtschaftshistorischen Perspektive"
- Workshop "Mass consumption and the development of the modern mass consumer in twentieth-century Britain", University of Reading, Centre for International Business History, May 21 2004: "An American invasion? Reassessing the institutions and cultures of British advertising in the twentieth century"
- Conference "Crosstown Traffic: Anglo-American Cultural Exchange since 1865", University of Warwick, July 4 - 6 2004: "An American invasion? Reassessing the institutions and cultures of British advertising in the twentieth century"
- Annual Conference of the Committee for the History of Retailing and Distribution (CHORD) "Buyer Beware: the business, politics and pleasures of commerce", University of Wolverhampton, September 15 - 16 2004: "The pleasures and pains of persuasion: representations of advertising in English fiction, 1920s-1950s"
- Social History Society Annual Conference, Trinity College Dublin, January 7 - 10 2005: "Sampling citizens and consumers: the emergence of market research as a professional practice in the United Kingdom, 1920-1960"
- Workshop "America in the British Imagination", University of Warwick, May 6 2005: "From Barnum to 'Organization Man': images of American advertising practices in the United Kingdom, 1900 - 1950"
- Conference "Taking stock: the Co-operative Movement in British history", People's History Museum Manchester, May 13 - 14 2005: "Innovation, modernisation and "consumerism": the contribution of the Co-operative movement to the making of British advertising culture, 1890s - 1950s"
- Association of Business Historians Annual Conference, University of Glasgow, May 27 - 28 2005: "The marketing of "Marketing": competitive strategies of advertising service agencies in Britain, 1920-1950s"
- Centre for Contemporary British History Summer Conference "The History of the Media", Institute of Historical Research, London, June 29- July 1 2005: "Digging their own grave? British advertising agencies and the introduction of commercial television in the United Kingdom, 1950-1960"
- Ninth Annual Conference of the European Business History Association, Johann-Wolfgang-Goethe Universität Frankfurt/Main, September 1 - 4 2005, Session 4 B: European Integration: "Nation vs. corporation: branding and corporate design of British Petroleum in the United Kingdom and in Continental Europe, 1918 - 1939"

- Annual Conference of the Committee for the History of Retailing and Distribution (CHORD), University of Wolverhampton, September 14 - 15 2005: “Nation vs. corporation: branding and corporate design of British Petroleum in the United Kingdom and in Continental Europe, 1918 – 1939”
- Conference “Serving consumers? The emergence of consumerism and the rise of modern consumer industries in the 20th century”, Centre for International Business History, Reading University, October 14 - 16 2005: “Classes to masses: the rise of market research and the targeting of working-class consumers in interwar Britain”
- International Ernest Dichter Symposium, University of Vienna (Austria), December 1 - 2 2005: “Ernest Dichter’s reception in Great Britain: Cold War fears and the ‘anglicisation’ of ‘American’ motivation research, 1950s-1970s”
- Annual Conference of the German Society for Communication Research (DGPK) “Theories and Methods in Studying the History of Communications”, University of Vienna (Austria), January 20 - 21 2006: “Europe – Atlantic – America: comparative approaches to the history of advertising”
- History of Psychology Research Seminars, Centre for the History of Psychology (British Psychological Society, London), February 1 2006: “Motivational Research in Great Britain: how the Cold War helped ‘anglicise’ an ‘American’ market and consumer research technique, 1950-1970”
- Workshop “Company magazines, work and organisation: a historical analysis of the rise of the company journal”, Queen Mary University of London, March 15 2006: “Inventing a profession: trade journals, trade exhibitions and the professionalisation of the British advertising industry, 1890s-1930s”
- Annual Conference of the Economic History Society, University of Reading, March 31 – April 2 2006: “Classes to masses: how advertising agencies responded to the challenges of the mass market in interwar Britain”
- Annual Conference of the Association of Business Historians, Queen Mary University of London, 17 – 18 June 2006: “Consumer voice and brand loyalty: the uses of market research at Lever and J. Walter Thompson in Britain, 1920-1939”
- Annual Conference of the European Business History Conference, Copenhagen Business School, 17 – 18 August 2006: “Consumer research *as* marketing innovation: the case of the J. Walter Thompson advertising agency and the Lever soap conglomerate in the United Kingdom, 1918-1939”
- Annual Conference of the British Academy of Management, Belfast, 12 – 14 September 2006: “‘Culture’ and the limits of innovation in marketing research: Ernest Dichter, motivation studies and psychoanalytic consumer research in Great Britain, ca. 1950s-1970s” (*Winner of the “Best Paper Award” in the Management and Business History track*)

- Annual Conference of the Committee for the History of Retailing and Distribution (CHORD), University of Wolverhampton, September 20 - 21 2005: “From ‘push’ to ‘pull’? The uneasy relationship between the advertising industry and the shopkeeper in Britain, ca. 1900-1950”
- CRESC Workshop “Rethinking Affluence: Socio-Cultural Change in Britain, c. 1950-2000”, University of Manchester, September 20 – 21 2006: “Power to ‘consumers’ or ‘the people’? American and British advertising agencies conceptualize affluence in post-war Britain”
- Cultures of Consumption Research Programme, Young Researchers’ Workshop, Birkbeck College, December 7 – 8, 2006: “Who controls brands? How ‘consumerism’ undermined the cultural authority of advertising agencies”
- Workshop “Hearts and Minds: the Ethos of Commercial and Political Advocacy in Twentieth-century Britain”, Queen Mary University of London, April 14, 2007: “Death of the salesmen: the changing self-concept of advertising practitioners in Britain, 1890s-1960s”
- Workshop “Reassessing the Mark: A Historical View of Trademarks and British Competitiveness”, Queen Mary University of London, 11 May 2007, “Are fictitious values good for us? British reflections on brands and branding, 1900-1960”
- Annual Meeting of the Conference on Historical Analysis and Research in Marketing (CHARM), Duke University (North Carolina), May 17 – 20, 2007, “Consumer Voice and Brand Loyalty: Lever, J. Walter Thompson and the Rise of Market Research in Britain, 1918-1939” (*Winner of the Stanley C. Hollander “Best Paper Award”*)
- 5th Critical Management Studies Conference, University of Manchester, July 11–13 2007: “Advertising’s other: consumer attitude surveys and the cultural repertoires of marketing”
- CRESC Annual Conference “Re-Thinking Cultural Economy”, University of Manchester, September 5 – 7 2007: “Creativity, tacit knowledge and business strategy: W. S. Crawford advertising agency, 1920-1960”
- Annual Conference of the British Academy of Management, Warwick University, September 11 – 13 2007: “‘Holism’ and ‘Organism’ in the management and marketing thought of Peter Drucker and Ernest Dichter, or: how the ‘Germanic’ thinking of two Jewish emigrants helped ‘Americanize’ the world”
- European Business History Association Annual Conference, University of Geneva 13 – 15 September 2007: “Actor-Network Theory or ‘Americanization’? Comments on papers on the history of the European fashion industries”
- Workshop “Conceptualising the Political Public”, Centre for History and Economics, King’s College, Cambridge University, September 25 – 26 2007:

“Sampling citizens and consumers: the emergence of market research as a professional practice in the United Kingdom, 1920-1960”

- Design History Research Centre Seminar Series, University of Brighton, 15 January 2008: “Creativity, Tacit Knowledge, Business Strategy: the W. S. Crawford Advertising Agency, 1920-1960”
- European Social Science History Conference, University of Lisbon, 26 – 29 February 2008: “Professionalisation, ‘Americanisation’ and the cult of rationality in an age of extremes: changing practices and identities in British advertising communication, 1900-1940”
- Department of Modern History, Birmingham University, Departmental Research Seminar, 12 March 2008: “Motivational research in Great Britain: (psycho)analysing consumers during the Cold War, 1950-1970”
- Social History Society Annual Conference, University of Rotterdam, 27 – 29 March 2008: “‘A moment of triumph in the history of the free mind’? How the introduction of commercial television failed the public and undermined the competitiveness of British advertising”
- Copenhagen Business School, Centre for Business History Seminar Series, 17 April 2008: “Consumer Attitudes to Advertising in Britain, 1900-1960: a New Model for Marketing Historians?”
- Conference “Numbers, norms and the people: statistics and the public sphere in modern Britain, 1750 – 2000”, Oxford Brookes University, 5 – 6 September 2008: “Power to ‘consumers’ or ‘the people’? The conceptualization of affluence and ‘good society’ in British and American market research, 1920-1960”
- Conference “Engineering Society: the Scientification of the Social in Comparative Perspective, 1880 to 1990”, Humanities Research Institute of the University of Sheffield, 20 – 22 November 2008: “The ‘consumer jury’: historical origins, theoretical implications and social consequences of a marketing myth”
- Social History Society Annual Conference, Warwick University, 3 – 5 April 2009: “Defending the legitimacy of the multitude: Mark Abrams and the politics of market research in the United Kingdom, 1920 – 1980”
- Queen Mary University of London Centre for Globalization Research workshop on Business History in Global Business Schools, 15 May 2009: “Business History and Marketing”
- Annual Meeting of the Conference on Historical Analysis and Research in Marketing (CHARM), University of Leicester, May 29-31 2009: “The ‘Consumer Jury’: Historical Origins and Social Consequences of a Marketing Myth” (*Winner of the Stanley C. Hollander “Best Paper Award”*)

- European Business History Association and Business History Conference Annual Meeting, Bocconi University Milan, 11 – 13 June 2009: “What was Advertising? The Invention, Rise, Demise and Disappearance of Advertising Concepts in Nineteenth- and Twentieth-century Europe and America”
- Queen Mary University of London workshop on “Beyond Chandler – Intellectual Impulses for Business and Management History Tomorrow”, 26 June 2009: “Karl Polanyi: Using Anthropology to Contest the Meta-Narrative Supremacy of Chandlerian Business History”
- Association of Business Historians Annual Conference, University of Liverpool, 3 – 5 July 2009: “Advertising Agencies and the making of London as “creative city”, 1890 – 1990”
- Management History Research Group, York Business School, 23 – 24 July 2009: “Defending the legitimacy of the multitude: Mark Abrams and the politics of market research in the United Kingdom, 1920 – 1980”
- Conference “Retailing in Europe after 1945”, University of Cologne, Department of History, 3 – 5 September 2009: “Managing the unmanageable: the professionalisation of consumer research in post-war Europe”
- Workshop “Understanding Markets: Information, Institutions and History”, Hagley Museum and Library and German Historical Institute, 30 – 31 October 2009, Wilmington (Delaware): “How do states understand markets and consumers? The uses of market research in British government departments and in the public sector, 1920 – 1940”
- Business Archives Council Annual Conference, The National Archives London, 24 November 2009: “Funding research in business history: the Business Archives Council Bursary for Business History Research”
- Centre for Business History Seminar Series, Copenhagen Business School, 8 April 2010: “Seeing like a Competitor: the Emergence of Market and Consumer Research in Britain, 1920-1950”
- EIASM 1st Interdisciplinary Market Studies Workshop, Stockholm School of Economics, Sweden, 3 – 4 June 2010: “Of ‘Christall Mirrors’ and ‘Barometers’: Audience Measurement Systems and the Historical-Ontological Trajectories of the Market for Attention”
- European Conference of the Association for Consumer Research, Royal Holloway University of London, 1 – 3 July 2010: “Ernest Dichter, Motivation Research and the Making of the Disembedded Consumer, 1939 – 1965”
- Association of Business Historians Annual Conference, York University, 16 – 17 July 2010: “Brands, Social Relations, and Consumers: new Competition and the Invention of Emotional Branding in Britain, 1950-1965”

- Annual Conference of the European Business History Association, University of Glasgow, 26 – 28 July 2010: “The State as Market Researcher: How the Consumer Perspective Transformed the Public Sphere in Britain, 1926-1939”
- 6th Annual Conference of the ESRC Centre for Research on Socio-Cultural Change: “The Social Life of Methods”, St Hugh’ College, University of Oxford, 31 August – 3 September 2010: “‘Here I stand, I can do no other’: Consumer Research Methods and their Religious Ontologies, 1900 – 1950”
- Workshop “Branding, History and Society”, organized by the “National Identity, Branding, History and the Company” Project, 4 – 5 October 2010, Copenhagen Business School: “The state and consumer culture theory: Britain, 1920-1940. Thoughts on mainstreams and alternatives”
- Centre for Business History Seminar Series, Copenhagen Business School, 18 November 2010: “The short history and long past of neuromarketing: forays into the consumer brain in Germany and the United States, 1930-1960”
- Conference “Neurosociety: What is it with the brain these days?”, Saïd Business School, University of Oxford, 7 – 8 December 2010: “Advertising research and the modelling of consumers: the long past and short history of neuromarketing, 1900 – 1960”

Awards, Research Grants and Affiliations

Awards, Prizes & Bursaries

2002 Institute of Practitioners in Advertising Bursary Student at the History of Advertising Trust (£ 1000)

2004 Business History Bursary of the Business Archives Council (£ 1000)

2004 J. Walther Thompson Fellowship at the Hartman Center for Sales, Advertising and Marketing History, Duke University (\$ 1000)

2006 “Best Paper Award” in the Business History Section at the British Academy of Management Annual Conference, Belfast, September 14 2006 (£ 50)

2007 “Stanley C. Hollander Best Paper Award” at the 13th Biennial Conference on the Historical Analysis and Research in Marketing (CHARM), presented at Duke University, May 18 2007 (\$ 500)

2009 “Stanley C. Hollander Best Paper Award” at the 14th Biennial Conference on the Historical Analysis and Research in Marketing (CHARM), presented at Leicester University, May 31 2009 (\$ 500)

2009 “Coleman Prize” for the best Dissertation in British Business History, awarded annually by the Association of Business Historians in the United Kingdom (£ 250)

2010 “Best Teacher” Award for the Principles of Marketing course delivered in the BSc International Business programme, spring term of 2010 (DKK 20,000)

Affiliations

Since May 2006 Member of the Academic Review Panel for Advertising and Marketing Communications of Pearson Education Publishers

Since August 2007 Member of the Centre for Globalisation Research, School of Business and Management, Queen Mary University of London

Visiting Fellow at Copenhagen Business School, Centre for Business History in April-June 2008

Since October 2008 Member of the Centre of the History of Emotions at Queen Mary University of London

Membership of Learned Societies

Association for Consumer Research (USA)
Association for Historical Research in Marketing (USA)
Association of Business Historians (UK)
Business History Conference (USA)
Economic History Society (UK)
European Society for the History of Human Sciences (UK)
Royal Historical Society (UK)
Social History Society (UK)
Society for Critical Business History – AKKU (Germany)

Reviewer Activities

Business History
Business History Review
Journal of Consumer Culture
Journal of International Management
Journal of Macromarketing
Management & Organizational History
Marketing Theory