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My research interests revolve around two aspects of the study of markets and consumer capitalism. Firstly, I am fascinated by the historical development of marketing, in particular of branding, advertising research, and of market/consumer research services. In particular, I believe that the role that market and consumer research techniques play in assembling the agents of market exchange deserves more empirical as well as historical research.

Secondly, I more and more intrigued by the role of religions in the shaping of markets. By default, I am interested in the contribution that the study of theology can make in helping us understand the economic sociology of consumer capitalism. For example, the question to what extent markets are a form of secular religion is something that sociologists of markets have so far ignored too much. Recently, I have begun to look more closely at the role of religious concepts like 'choice' and 'salvation', and political metaphors of 'democracy' and 'voting' for the making of the rhetorical and metaphysical framework of modern consumer capitalism.

I have pursued a historical-sociological research approach to the rise of markets and consumer capitalism in a dozen articles in peer-reviewed journals, three edited books, and over twenty chapters in edited collections. In addition, I have presented my work at over 90 workshops, conferences and seminar series, and co-organised numerous workshops and conferences myself. So far, I have received 5 awards for my research. My PhD thesis, a political history of the advertising industry in early twentieth-century Britain, was accepted without changes in December 2008 and won the ABH Coleman Prize for the best dissertation in British business history in 2009.

Keywords: history of markets; social studies of marketing; studies of market and consumer research; theology of markets.

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 focused 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' (Robert 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 space salesmen in 1900 became an efficient and competitive service industry only thirty years later.

1996-2000 M.A. in Modern History and the History of Science, University of Jena

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 (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 new 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, student assessments and course work marking (essays and exams).

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 Imperial College Centre for Energy Policy and Technology.

Birkbeck College *January - December 2002*

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

Leo Burnett *July - October 2001*

Internship in market research department at Leo Burnett advertising agency, Frankfurt/Main.

MMK GmbH *January - July 2001*

Internship at Hamburg-based Public Relations company, working for Lego, Absolut Vodka, and Philip Morris (Marlboro).

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

Part-time 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.

Most frequently read article in the Journal of Macromarketing in 2009

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. "The consumer as 'voter', 'judge' and 'jury': historical origins and political consequences of a marketing myth", in: Journal of Macromarketing, Vol. 31, No. 1 (March 2011), pp. 8-18. [Reprinted in: M. Tadajewski and R. Cluley (Eds), *New Directions in Critical Marketing Studies*, Vol. 1, London: Sage, 2013].
16. "Marketing, realism and reality: a plea for putting more 'ideology' into historical research in marketing", in: Journal of Macromarketing, Vol. 31, No. 1 (March 2011), pp. 105-108.
17. "The political theology of consumer sovereignty: towards an ontology of consumer society", in: Theory, Culture & Society, Vol. 28, No. 3 (2011), pp. 106 - 129 (2011).
18. "The subsiding sizzle of advertising history: methodological and theoretical challenges in the post-advertising age", in: Journal of Historical Research in Marketing, Vol. 3, No. 4 (2011), pp. 528 - 548.
19. "The market order as metaphysical loot: theology and the contested legitimacy of consumer capitalism", in: Organization, Vol. 19, No. 3 (2012), pp. 78-94.
20. "Ernest Dichter, motivation research and the making of the disembedded consumer", in: European Advances in Consumer Research, Vol. 9 (2012), ed. by A. Bradshaw, P. Maclaran and C. Hackley. Duluth, MN, pp. 577-578.

21. "What is an archive – and where is it? Why business historians need a constructive theory of the archive", in: Business Archives, No. 105 (November 2012), pp. 1-9.
22. "Writing the history of advertising for a post-advertising age: historiographical reflections, methodological challenges, and theoretical opportunities", in: Journal of Macromarketing, Vol. 32, No. 4 (2012), p. 447-448.
23. "Consumer research as market practice and the making of 'choice' as a cognitive-semantic field", in: Journal of Macromarketing, Vol. 32, No. 4 (2012), pp. 448-449.
24. "Market research and socio-political consciousness in the twentieth century", in: Leighann Neilson (ed.), Varieties, Alternatives, and Deviations in Marketing History: Proceedings of the 16th Conference on Historical Analysis and Research in Marketing. CHARM Association, Copenhagen 2013, pp. 364-366.
25. "Why business historians need a constructive theory of the archive", MRPA Paper No. 46650. Online at <http://mpa.ub.uni-muenchen.de/46650> (May 2013).
26. "From Fordist to Creative Economies: the de-Americanization of European Advertising Cultures since the 1960s", in: European Review of History, Vol. 20, No. 5 (October 2013), pp. 859–879.
27. 'Introduction to Ernest Dichter and Motivation Research', in: American Consumer Culture: Market Research and American Business, 1935 – 1965. Online Resource, Adam Matthew Publications. (<http://www.amdigital.co.uk/m-collections/collection/american-consumer-culture-1935-1965/>)
28. 'The Psychology of Consumption', in: American Consumer Culture: Market Research and American Business, 1935 – 1965. Online Resource, Adam Matthew Publications. (<http://www.amdigital.co.uk/m-collections/collection/american-consumer-culture-1935-1965/>)
29. 'Cars', in: American Consumer Culture: Market Research and American Business, 1935 – 1965. Online Resource, Adam Matthew Publications. (<http://www.amdigital.co.uk/m-collections/collection/american-consumer-culture-1935-1965/>)
30. 'Chocolates and Confectionary', in: American Consumer Culture: Market Research and American Business, 1935 – 1965. Online Resource, Adam Matthew Publications. (<http://www.amdigital.co.uk/m-collections/collection/american-consumer-culture-1935-1965/>)
31. 'Cigarettes and other Tobacco Products', in: American Consumer Culture: Market Research and American Business, 1935 – 1965. Online Resource, Adam Matthew Publications. (<http://www.amdigital.co.uk/m-collections/collection/american-consumer-culture-1935-1965/>)

32. "Mobilizing the Depths of the Market: Motivation Research and the Making of the Disembedded Consumer", in: Marketing Theory, Vol. 15, No. 1 (2015), pp. 39-57.
33. "Marketing History from Below: Towards a Paradigm Shift in Marketing Historical Research", in: Journal of Historical Research in Marketing, Vol. 7, No. 3 (2015), pp. 295-309.
34. "Faith, Free Choice and the FBI: How Consumer Research once Scared the American Establishment", in: Journal of Historical Research in Marketing, Vol. 7, No. 4 (2015), pp. 476-485.
35. "Cultural Economy, Capitalism and the Logic of the Public Sphere: Reading Promotional Cultures with Habermas and Schmitt", in: Journal of Cultural Economy, Vol. 8, No. 6 (2015), pp. 721-729.
36. "Measurement Devices and the Psychophysiology of Consumer Behaviour: a Posthuman Genealogy of Neuromarketing", in: BioSocieties, Vol. 10, No. 4 (2015), pp. 465-482.
37. "Bruce Barton and the Economic Theology of American 'Big Business'", in: Entreprises et Histoire (special issue on 'Entreprises et Religions'), No. 81 (December 2015), pp. 143-146.
38. "Too many Compromises: Survey Research and the Spectre of Communism", in: Journal of Historical Research in Marketing, Vol. 8, No. 1 (2016), pp. 97-114.

Books and Edited Special Issues

1. 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.

2. 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 publication developed out of an international conference organised by myself and Rainer Gries in Vienna in December 2005. The conference and the book brought together the latest research on the history of motivation and marketing research.

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

4. 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.

Chapters in Edited Collections and Conference Proceedings

1. "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.
2. "Die 'Neue Mitte' oder: Wahlkampf als Produkteinführung. Die Bedeutung der Begriffarbeit für den sozialdemokratischen Machtwechsel 1998", in: Rainer Gries, Wolfgang Schmale (eds.), Kultur der Propaganda. Bochum: Winkler, 2005, pp. 211-50.
3. "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.

4. "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 was Visiting Professor at the Centre for European Studies, Harvard.

5. "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 discusses the responses of the British advertising industry to the challenges set by American competitors on the British market.

6. "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.

7. '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.
8. "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.
9. "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.
10. "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.
11. (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.
12. "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.
13. "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.
14. "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.
15. "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.
16. “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.
 17. “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.
 18. “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.
 19. “The statisticalization of the consumer in British market research, c. 1920-1960: profiling a good society”, in: Tom Crook and Glen O’Hara (eds.), Statistics and the Public Sphere: Numbers and the People in Modern Britain, c. 1800-2000. London: Routledge, 2011, pp. 144-162.
 20. “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, p. 29-50.
 21. “Managing the unmanageable: the professionalisation of market and consumer research in postwar Europe”, in: Ralph Jessen, Lydia Langer (eds.), Transformations of Retailing in Europe after 1945. Aldershot: Ashgate, 2012, pp. 163-178.
 22. “Consumers, Markets and Research: the Role of Political Rhetoric and the Social Sciences in the Engineering of British and American Consumer Society, 1920-1960”, in: Kerstin Brückweh et al. (eds.), Engineering Society: the Role of the Human and the Social Sciences in Modern Societies, 1880-1980. London: Palgrave, 2012, pp. 252-272.
 23. “Advertising, emotions, and ‘hidden persuaders’: the making of Cold-War consumer culture in Britain, 1940 – 1960”, in: Annette Vowinckel, Marcus M. Payk, Thomas Lindenberger (eds.), Cold War cultures: perspectives on Eastern and Western European societies. New York: Berghahn Books, 2012, pp. 172-190. (Republished as paperback edition in 2014).
 24. “Markets, Consumers and the State: the Uses of Market Research in Government and the Public Sector in Britain, 1925-1955”, in: Hartmut Berghoff, Philip Scranton, and Uwe Spiekermann (eds.), The Rise of Marketing and Market Research. London: Palgrave, 2012, pp. 171-192.

25. "Consumer Research as Market Practice and the Making of 'Choice' as a Cognitive-Semantic Field", in: Michaela Haase and Michael Kleinaltenkamp (eds.), Proceedings of the 37th Annual Macromarketing Conference. Berlin, 2012, pp. 219-221. ISBN 978-3-941240-50-6.
26. "Putting consumers' bodies to work: The role of consumer biometrics and measurement devices in the performance of markets for advertising communications", in: Detlev Zwick and Sammy Bonsu (eds.), Proceedings of the 38th Annual Macromarketing Conference. Toronto, 2013, pp. 238-260. ISBN 2168-1465.
27. "The politics of enjoyment: competing television audience measurement systems in Britain, 1950-1980", in: Jérôme Bourdon and Cécile Méadel (eds.), Television Audiences Across the World: Deconstructing the Ratings Machine. London: Palgrave, 2014, pp. 33-52.
28. "The Market as Civil Religion: Macromarketing Conversations with Max Weber, Walter Benjamin and Carl Schmitt", in: Alan Bradshaw, Mikko Laamanen & Alex Reppel (eds.), Proceedings of the 39th Annual Macromarketing Conference. London: Royal Holloway University of London, 2014, pp. 1010-1011. ISSN 2168-1473.
29. "Consumer communication as commodity: British advertising agencies and the global market for marketing services, 1880 – 1980", in: Erika Rappaport, Mark Crowley and Sandra Trudgen Dawson (eds.), Consuming Behaviours: Identities, Politics and Pleasure in 20th-Century Britain. London: Berg, 2015, pp. 121-138.
30. "In Search of the Consumer: the History of Market Research from 1890 to 1960", in: Brian Jones and Mark Tadajewski (eds.), The Routledge Companion to Marketing History. Abingdon: Routledge, 2016, pp. 61-83.

Book Reviews

1. 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.
2. 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.
3. 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.
4. 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.

5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.

17. Review of Kathleen Franz, "Tinkering: consumers reinvent the early automobile", Philadelphia 2005, in: Business History, Vol. 50, No. 3 (2008), pp. 398-400.
18. 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.
19. 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.
20. 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.
21. Review of Gerulf Hirt, "Verkannte Propheten? Zur "Expertenkultur" (west-)deutscher Werbekommunikatoren bis zur Rezession 1966/67", Leipzig 2013, in: H-Soz-und-Kult (e-journal: <http://hsozkult.geschichte.hu-berlin.de/rezensionen>), 2 May 2014.
22. Review of Sean Nixon, "Hard sell: advertising, affluence and transatlantic relations, c. 1951-69", Manchester 2013, in: Contemporary British History, Vol. 29 (2015), *forthcoming*.

Conference Papers and Presentations

1. 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"
2. 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)"
3. 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)
4. 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"
5. 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'

6. 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"
7. 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"
8. 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"
9. 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"
10. Conference "Psyche der Schrift - Medialität des Menschen", Bauhaus University Weimar, January 31 – February 2 2003: "Die Psyche der Schrift: Werbetypografie, Massenpsychologie und Konsum, 1914 – 1945"
11. Work in Progress Seminar Term 2002/03, Birkbeck College, February 21 2003: "Selling Modernity: Advertising and the Making of British Consumer Culture, 1914-1945"
12. 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"
13. 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
14. Postgraduate Seminar (Summer-Term 72003), University of Essex, April 24 2003: "Selling Modernity: Advertising and the Making of British Consumer Culture, 1914-1945"
15. 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"
16. 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"

17. 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"
18. 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"
19. 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"
20. 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"
21. 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"
22. 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"
23. 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"
24. 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"
25. 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"
26. 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"

27. 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”
28. 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”
29. 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”
30. 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”
31. 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”
32. 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”
33. 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”
34. 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”
35. 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”
36. 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”
37. 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"
38. 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"
 39. 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"
 40. 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"
 41. 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*)
 42. 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"
 43. 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"
 44. 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"
 45. 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"
 46. 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"
 47. 13th Conference on the 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"*)

48. 5th Critical Management Studies Conference, University of Manchester, July 11–13 2007: “Advertising’s other: consumer attitude surveys and the cultural repertoires of marketing”
49. 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”
50. 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”
51. 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”
52. 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”
53. 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”
54. 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”
55. 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”
56. 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”
57. 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?”
58. Conference “Numbers, norms and the people: statistics and the public sphere in modern Britain, 1750 – 2000”, Oxford Brooks 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”

59. 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”
60. 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”
61. Queen Mary University of London Centre for Globalization Research workshop on Business History in Global Business Schools, 15 May 2009: “Business History and Marketing”
62. 14th Conference on the 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”*)
63. 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”
64. 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”
65. 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”
66. 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”
67. 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”
68. 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”
69. 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”

70. 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"
71. 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"
72. 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"
73. 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"
74. 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"
75. 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"
76. 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"
77. 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"
78. 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"
79. Departmental Seminar, Marketing Group, Stockholm School of Business, 10 February 2011: "Feedback loops, market democracy, or organizational legitimacy? Towards a meta-theory of market and consumer research"
80. Social History Society Annual Conference, Manchester, 12 – 14 April 2011: "The politics of enjoyment: what did postwar British television audience measurement systems actually measure?"

81. Svenska Historikermötet, Gothenburg University, 5 – 7 May, 2011. Commentator for the session: “Advertising in historical research. New opportunities and new perspectives”
82. 15th Conference on the Historical Analysis and Research in Marketing (CHARM), Quinnipiac University, Helmsley Hotel New York, May 19-22 2011: “Choice, ‘calling’, and the market as *ersatz* religion: early twentieth-century market and consumer research seen through the Weber – Merton Thesis”
83. Workshop “How’s my Feedback: the Technology and Politics of Evaluation”, Saïd Business School, University of Oxford, 28 June 2011: “Feedback, democracy and conflicting consumption in a New York Hotel: a journey from theory to micro-study, and back”
84. Association of Business Historians Annual Conference, Henley Business School, University of Reading, 1 – 2 July 2011: “Finding a sustainable business model: from ad-hoc surveys to syndicated market research, omnibus surveys and continuous consumer panels, 1920-1960”
85. Workshop “The Invention of Choice: Historical and Theoretical Perspectives on Markets, Democracy and Power”, Copenhagen Business School, 12-13 January 2012: “The Invention of Choice: the Making of a Cognitive-Semantic Field”
86. Workshop “Boredom: Life and Work after the Experience Economy, Copenhagen Business School, 12-13 April 2012: “Some meta-historical reflections on Boredom”
87. “The Invention of Choice: the Making of a Cognitive-Semantic Field”, TOPOS Seminar, 10 May 2012, Saïd Business School, University of Oxford
88. EIASM 2nd Interdisciplinary Market Studies Workshop, University College Dublin, Smurfit Graduate Business School, Ireland, 7-8 June 2012: “Consumer research as market practice and the making of ‘Choice’ as a cognitive-semantic field”
89. 37th Annual Macromarketing Conference, Freie Universität Berlin, 13-16 June 2012: “Writing the history of advertising for a post-advertising age: historiographical reflections, methodological challenges and theoretical opportunities”
90. 37th Annual Macromarketing Conference, Freie Universität Berlin, 13-16 June 2012: “Consumer research as market practice and the making of ‘Choice’ as a cognitive-semantic field”
91. Association of Business Historians Annual Conference, Aston University Business School, Birmingham, 6-7 July 2012: “Does market and consumer research help managers and companies make ‘better’ decisions? A case study of Rowntree Co. in Britain (1931-1940) and the Ford Motor Company in the United States (1954-1957)”

92. 38th Annual Macromarketing Conference, Schulich School of Business, York University Toronto, 4-7 June 2013: "Putting consumers' bodies to work: The role of consumer biometrics and measurement devices in the performance of markets for advertising communications"
93. 16th Conference on Historical Analysis and Research in Marketing (CHARM), Copenhagen Business School, 30 May-June 2 2013: "Market research and socio-political consciousness in the twentieth century"
94. 17th Annual Conference of the European Business History Association (EBHA), Uppsala University, 22-24 August 2013: "Consumer Research as Organizational Innovation and its Effects on New Product Development at the Ford Motor Company, 1948-1962"
95. Conference "Max Weber and China: Culture, Law and Capitalism", SOAS, University of London, 5-6 September 2013: "Can the Market become a Religion in China? Applying Max Weber to Twenty-first Century Chinese Consumer Culture"
96. 3rd Interdisciplinary Market Studies Workshop, Saint Maximin la Sainte Baume, France, June 5-6 2014: "Give me a Rating Scale and I will create a Market around it: Numbers, Narratives and the (Un)Making of Market Regimes in the Advertising Industry"
97. 39th Annual Macromarketing Conference, Royal Holloway University of London, 3-6 July 2014: "The Market as Civil Religion: Macromarketing Conversations with Max Weber, Walter Benjamin and Carl Schmitt"
98. "Market Research and Political Ideology", Presentation at the École des Hautes Études en Sciences Sociales Paris (EHESS), 20 May 2015. DOI: 10.13140/RG.2.1.1548.6562
99. "The Theopolitics of Markets", Presentation at the École des Hautes Études en Sciences Sociales Paris (EHESS), 22 May 2015. DOI: 10.13140/RG.2.1.3645.8083
100. 31st EGOS Colloquium, American University in Athens, 2-4 July 2015: "Data Overflow and Sacred Ignorance: an Agnotological Account of Organizing in the Market and Consumer Research Industry" DOI: 10.13140/RG.2.1.4694.3849
101. 110th Annual Meeting of the American Sociological Association, University of Chicago, 22-25 August 2015: "Value Measurement Systems, Professional Narratives and the (Un)Making of Market Regimes in Twentieth-Century American Advertising" DOI: 10.13140/RG.2.1.4585.0960
102. 4th Interdisciplinary Market Studies Workshop, University of St. Andrews, 8-10 June 2016: "The Polling Station as Market Site: Political Theology, Mundane Technology, and the Possibility of Organizing Politics as a Market"

103. Seminar Series, Department of Marketing, Free University of Berlin, 14 June 2016: "Data Overflow and Sacred Ignorance: an Agnatological Account of Organizing in the Market and Consumer Research Sector"
104. 28th Annual Conference of the Society for the Advancement of Socio-Economics, Berkeley University, 24-26 June 2016: "The Polling Station as Market Site: Political Theology, Mundane Technology, and the Possibility of Organizing Politics as a Market"
105. 20th Congress of the European Business History Society, University of Bergen, 25-27 August 2016: "A Theology of Consumer Choice: American Mainline Protestantism and the Consumer Market, ca. 1880-1950"
106. Symposium 'Holy Money- Economy as a Religion', Helsinki Collegium for Advanced Studies, 15-16. September 2016: "Theology or Religion? Economic Ordering within a Protestant Context"

Awards, Research Grants, Conference Organization

Awards, Prizes & Bursaries

- 2001-2004 Tuition Fee Waiver Scholarship, Department of History, Birkbeck College
- 2002 Institute of Practitioners in Advertising Bursary Student at the History of Advertising Trust
- 2004 Business History Bursary of the UK Business Archives Council
- 2004 J. Walther Thompson Fellowship at the Hartman Center for Sales, Advertising and Marketing History, Duke University
- 2006 Best Paper Award in the Business History Section at the British Academy of Management Annual Conference, Belfast, September 2006
- 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 2007
- 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 2009
- 2009 Coleman Prize for the best PhD dissertation in British Business History, awarded annually by the Association of Business Historians in the United Kingdom
- 2010 Best Teacher Award for the Principles of Marketing course delivered in the BSc International Business programme, spring term of 2010

2012 Charles C. Slater Award for the Best Article during 2010-2011 in the Journal of Macromarketing, presented at Freie Universität Berlin, June 2012

2013 Best Teacher Award for courses delivered in the BSc International Business programme during 2012-2013

2016 Emerald LiteratiNetwork's Outstanding Reviewer Award

Visiting Positions

April-June 2008 Visiting Fellow at Copenhagen Business School, Centre for Business History (with Prof. Per Hansen)

March 2012 Visiting Researcher at Department of Accounting, London School of Economics (with Dr. Martin Giraudeau and Prof. Peter Miller)

April-June 2012 Visiting Fellow at the Science and Technology Studies Unit, Saïd Business School, University of Oxford (with Prof. Steve Woolgar)

Examiner Activities

2012-2014 External Examiner for MSc in Brand Management, University of East London (Programme Co-ordinator: Dr. Aidan Kelly)

2012 PhD Examiner at University of York, Department of History, Alexander James Medcalf: "Picturing the Railway Passenger as Customer in Britain: the Great Western Railway, 1906-39" (Supervisor: Prof. Colin Divall)

Conference, Workshop and Seminar Organization

1. Co-organiser of International Ernest Dichter Symposium, University of Vienna, Austria, December 2005
2. Co-organiser of workshop "Company Magazines, Work and Organisation: a Historical Analysis of the Rise of the Company Journal", Queen Mary University of London, March 2006
3. Co-organiser of workshop "Hearts and Minds: the Ethos of Commercial and Political Advocacy in Twentieth-century Britain", Queen Mary University of London, April 2007
4. Co-convener of the "Markets and Society" Strand at the Social History Society, UK, between 2008 and 2013
5. Organiser of workshop on "Beyond Chandler: Intellectual Impulses for Business and Management History Tomorrow", Queen Mary University of London, June 2009

6. Organiser of the workshop on “Branding, History and Society”, part of the project on “National Identity, Branding, History and the Company”, Copenhagen Business School, October 2010
7. Organiser of workshop “The Invention of Choice: Historical and Theoretical Perspectives on Markets, Democracy and Power”, Copenhagen Business School, January 2012
8. Co-organiser of workshop “Boredom: Life and Work after the Experience Economy”, Copenhagen Business School, April 2012
9. Convener of the “Historical perspectives on the practice and politics of marketing” strand at the 37th Annual Macromarketing Conference, Freie Universität Berlin, June 2012
10. Co-organiser of lecture series on “Public Sphere, Crowd Sentiments and the Brain” (guests: Thomas Zoëga Ramsøy; Andrea Mubi-Brighenti; Tony Sampson; Tanja Schneider; Steve Woolgar), March – April 2013
11. Organiser of the 1st Doctoral Workshop on Historical Research Methods in Marketing Scholarship, Copenhagen Business School, May 2013
12. Host and Local Arrangements Chair of the 16th Biennial Conference on Historical Analysis and Research in Marketing (CHARM), June 2013
13. Co-organiser of seminar series on “The Public Sphere, Crowd Sentiments and the Brain”, March-April and October-December 2013
14. Co-organiser of workshop “Towards a Narrative Turn in Business History? Stories, Plots, Fables and Metaphors”, 28-29 November 2013

Editorships and Board Memberships

Since 2011 – Member of the Council of the Conference of Historical Analysis and Research in Marketing (CHARM)

2012 – 2013 – Editor of *Business Archives* (published by the UK Business Archives Council)

Since 2013 – Associate Editor of the *Journal of Historical Research in Marketing* (Emerald)

Since 2013 – Member of the Editorial Policy Board and the Manuscript Review Board of the *Journal of Macromarketing* (Sage)

Membership of Learned Societies

American Sociological Association (USA)
Sections: Economic Sociology; Consumers & Consumption
Association for Historical Research in Marketing (USA)
Association of Business Historians (UK)
Economic History Society (UK)
European Group for Organizational Studies – EGOS
Macromarketing Society (USA)
Royal Historical Society (UK)
Society for Critical Business History – AKKU (Germany)

Reviewer Activities since 2007

American Political Science Review
Business History
Consumption, Markets and Culture
Cultural & Social History
Enterprise & Society
Ephemera
European Journal of Law and Economics
European Journal of Marketing
Historical Journal
Journal of British Studies
Journal of Consumer Culture
Journal of Cultural Economy
Journal of Historical Research in Marketing
Journal of International Management
Journal of Macromarketing
Journal of Marketing Management
Management & Organizational History
Marketing Theory
Organization Studies
Res Publica
Theory, Culture & Society
Twentieth Century British History
Zeitschrift für Unternehmensgeschichte