

Memorable Customer Experiences

A Research Anthology

Edited by
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GOWER

About the Editors

Adam Lindgreen

After graduating with degrees in chemistry, engineering, and physics, Dr Adam Lindgreen completed an M.Sc. in food science and technology at the Technical University of Denmark. He also finished an MBA at the University of Leicester, as well as a One-Year Postgraduate Program at the Hebrew University of Jerusalem. Dr Lindgreen received his Ph.D. in marketing from Cranfield University. Since May 2007, he has served as a Professor of Strategic Marketing at Hull University Business School. Dr Lindgreen has been a Visiting Professor with various institutions, including Georgia State University, Groupe HEC in France, and Melbourne University; in 2006, he was made an honorary Visiting Professor at Harper Adams University College. His publications include more than 70 scientific journal articles, seven books, more than 30 book chapters, and more than 80 conference papers. His recent publications have appeared in *Business Horizons*, *Industrial Marketing Management*, *Journal of Advertising*, *Journal of Business Ethics*, *Journal of the Academy of Marketing Science*, *Journal of Product Innovation Management*, *Psychology & Marketing*, and *Supply Chain Management*; his most recent books are *Managing Market Relationships*, *The New Cultures of Foods*, *The Crisis of Food Brands*, and *Market Orientation*. The recipient of the “Outstanding Article 2005” award from *Industrial Marketing Management* and the Christer Karlsson Award at the 2007 *International Product Development Management* conference, Professor Lindgreen also serves on the board of several scientific journals; he is the editor of *Journal of Business Ethics* for the section on corporate responsibility and sustainability. His research interests include business and industrial marketing management, consumer behaviour, experiential marketing, and corporate social responsibility.

Adam Lindgreen has discovered and excavated settlements from the Stone Age in Denmark, including the only major kitchen midden – Sparregård – in the south-east of Denmark; because of its importance, the kitchen midden was later excavated by the National Museum and then protected as a historical monument for future generations. He is also an avid genealogist, having traced his family back to 1390 and published widely in scientific journals related to methodological issues in genealogy, accounts of population development, and particular family lineages.

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Dr Michael Basil received his Ph.D. from Stanford University in 1992. He is a Professor of Marketing at the University of Lethbridge in Canada. His Italian and Hungarian heritage predisposed him to a love of fine food, and some of his research has investigated food selection. Recently, he has developed a taste for ultra-fine restaurant dining. He would like to dedicate this chapter to those dedicated chefs who work long hours to bring their artistry to bear on their culinary creations.

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