

EDITORS' BIOGRAPHICAL SKETCHES

Mark S. Glynn is a Senior Research Lecturer in Marketing at the Business School, AUT University, Auckland, New Zealand. He obtained his PhD in marketing from the University of Auckland. In 2006, Mark won the Emerald/EFMD best thesis award for outstanding doctoral research in the category of Marketing Strategy. His research experience is in the areas of branding, relationship marketing, business-to-business marketing, and retail channels. Mark Glynn has published in the *Journal of Product and Brand Management*, the *Journal of Business & Industrial Marketing*, *Australian Marketing Journal* and *Marketing Theory*. He also serves on the editorial boards of *Industrial Marketing Management* and the *Journal of Business and Industrial Marketing*.

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