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I first taught modules relating to online behaviour and marketing in 1998. including my work on digital consumption with Dr Janice Denegri-Knott in Consumption, and with Becca Watkins at the international Consumer Culture Theory Conference. (Routledge Companions in Business, Management and Accounting).

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I'm the co-editor of The Routledge Companion to Advertising and Promotional Culture Journal of Consumer Culture, and International Journal of Cultural Studies.

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