Anthropology Spotlight Lecture Series
Applying Anthropology to Real World Problems

features

Dr. John F. Sherry, Jr.

John F. Sherry, Jr. joined the Notre Dame Marketing faculty in 2005 as the Herrick Professor of Marketing and Chairman of the Department. For the two previous decades, he was a member of the Marketing Department at Northwestern’s Kellogg School of Management. Sherry is an anthropologist who studies the sociocultural and symbolic dimensions of consumption, and the cultural ecology of marketing. He is a Fellow of the American Anthropological Association as well as the Society for Applied Anthropology, and past President of the Association for Consumer Research.

Sherry’s work appears in numerous journals, book chapters, professional manuals, and proceedings. He has edited Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook, as well as Servicescapes: The Concept of Place in Contemporary Markets; he is co-editor of Advances in Consumer Research, Volume 19, Time, Space and the Market: Retroscapes Rising, Consumer Culture Theory and Explorations in Consumer Culture Theory.

Understanding Emplaced Brandscapes:
Ethnographic Insights from American Girl

Wednesday, March 5, 2014
Mather Memorial, Room 201
4:15 - 5:30 pm
Refreshments provided

Financial support provided by Jonathan Plimpton, Managing Director, International Business Management, Inc.