

Call for Papers for *Journal of Brand Management*
Special Issue
Nordic Brands

Papers of either an empirical or conceptual nature are invited for submission to the *Journal of Brand Management*'s forthcoming special issue on Nordic Brands. The special issue intends to encompass a wide range of brand management theory and practice in the Nordic nations, featuring brands and brand management practice from Norway, Sweden, Denmark, Finland, and Iceland. Both academic and practitioner papers are equally welcome. Conceptual papers, case studies, empirical studies and literature reviews are all encouraged for submission.

The scope of branding in the Nordic nations ranges from global mega brands such as Nokia, Carlsberg and IKEA to a multitude of smaller brands. The special issue aims to capture this diversity and thereby provide a platform for an exchange of ideas across the spectrum of brand management. Papers may be based on product, service, corporate, or place brands. Specific topics covered may include (but are not limited to) the following:

- **Current trends in brand management in the Nordic countries**
- **The use of the country-of-origin effect by Nordic brands**
- **Innovative practice in Nordic branding**
- **Techniques and strategies employed by local Nordic brands in order to compete against global brands**
- **Brand identity, brand image, and brand equity in a Nordic context**
- **Commonalities and differences in brand management across the various Nordic countries**

All papers will be double blind peer reviewed. The deadline for submission of papers is **December 3rd 2007**. All papers should follow the format of the *Journal of Brand Management*. Author guidelines are available at:
<http://www.palgrave-journals.com/BM>.

Papers should be emailed as word files to both of the special issue Guest Editors:

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