



# Legends in Consumer Behavior: Russell W. Belk

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**The Legends in Consumer Behavior** series captures the essence of the most important contributions made in the field of consumer behavior in the past several decades. It reproduces the seminal works of the legends in the field, which are supplemented by interviews of these legends as well as by the opinions of other scholars about their work.

The series comprises various sets, each focusing on the multiple ways in which a legend has contributed to the field. This first set in the series, consisting of 10 volumes, is a tribute to Russell W. Belk. Belk is one of the most prolific contemporary consumer behavior and marketing scholars. He authored one of the seminal papers in marketing field, "Possessions and the Extended Self."

**Russell W. Belk** is the Kraft Foods Canada Chair in Marketing at the Schulich School of Business at York University in Toronto. His research involves the meanings of possessions, collecting, gift-giving, sharing and materialism and his work is often cultural, visual, qualitative, and interpretive. He is the co-founder of the Association for Consumer Research Film Festival and has over 550 publications. He is currently on the editorial boards of 20 journals and is Associate Editor of the Journal of Consumer Research. He is past president of the Association for Consumer Research and the International Association of Marketing and Development, and is a fellow in the Association for Consumer Research and the American Psychological Association. He has received the Paul D. Converse Award, two Fulbright Fellowships, Society of Marketing Advances Distinguished Marketing Scholar Award, and honorary professorships on four continents. In 2005 he received the Sheth Foundation/Journal of Consumer Research Award for Long Term Contribution to Consumer Research. Besides York, he has also taught at the University of Utah, University of Illinois, Temple University, Claremont Graduate University, and universities in Eastern and Western Europe, Asia, Africa, New Zealand, and Australia.

The series is edited by **Jagdish N. Sheth**, who is the Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University, U.S.A. He is Past President of the Association for Consumer Research (ACR), as well as Division 23 (Consumer Psychology) of the American Psychological Association. He is also a Fellow of APA. Professor Sheth is the co-author of the Howard-Sheth Theory of Buyer Behavior, a classic in consumer behavior published in 1969.

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## **Editorial Review**

### About the Author

**Jagdish N. Sheth**, Ph.D., is the Charles H. Kellstadt Professor of Marketing at Emory University, Goizueta Business School. He is known nationally and internationally for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. When he joined Emory's faculty in 1991, Professor Sheth had nearly 30 years of combined experience in marketing from the University of Southern California, the University of Illinois, Columbia University, and Massachusetts Institute of Technology.

Throughout his career, Professor Sheth has offered more than a thousand presentations in at least 20 countries. He has also provided consultancy for numerous companies in the United States, Europe, and Asia. His client list includes AT&T, BellSouth, Cox Communications, Delta, Ernst & Young, Ford, GE, Lucent Technologies, Motorola, Nortel, Pillsbury, Sprint, Square D, 3M, Whirlpool, and others. Currently, Professor Sheth sits on the Board of Directors of several public companies including Norstan, Cryo Cell International, and Wipro Limited.

Professor Sheth's accolades include "Outstanding Marketing Educator," an award presented by the Academy of Marketing Science, the "Outstanding Educator" award twice-presented by Sales and Marketing Executives International, and the P.D. Converse Award for his outstanding contributions to theory in marketing, presented by the American Marketing Association. Professor Sheth is the recipient of the two highest awards given by the American Marketing Association: the Richard D. Irwin Distinguished Marketing Educator Award and the Charles Coolidge Parlin Award.

In 1996, Professor Sheth was selected as the Distinguished Fellow of the Academy of Marketing Science. The following year, he was awarded the Distinguished Fellow award from the International Engineering Consortium. Professor Sheth is also a Fellow of the American Psychological Association (known as APA). In 2014, he was awarded the William Wilkie Award, Marketing for a Better World by the American Marketing Association.

Professor Sheth has authored or coauthored hundreds of articles and books. In 2000, he and Andrew Sobel published the best seller, *Clients for Life*. In 2001, *Value Space*, which he coauthored with Banwari Mittal, was published. Professor Sheth's most popular book, *The Rule of Three*, was coauthored with Dr Rajendra Sisodia and published in 2002. He has since written notable publications: *Tectonic Shift*, *Firms of Endearment*, and *The 4 A's of Marketing*.

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