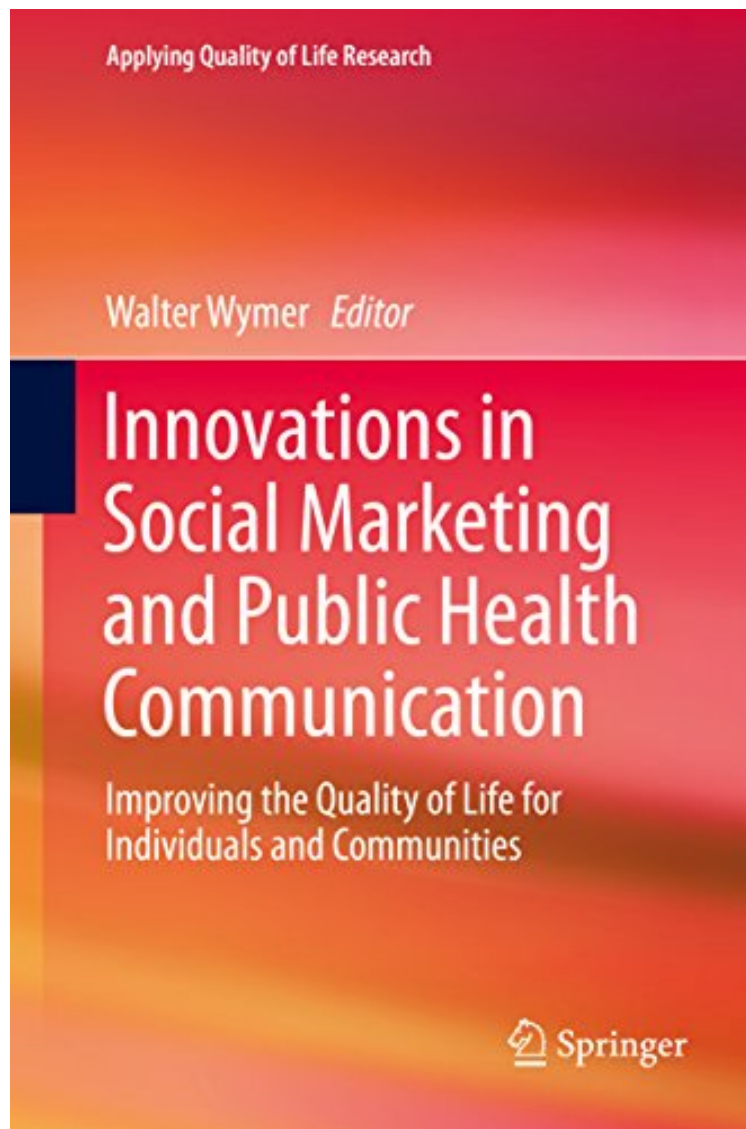


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About the Author Professor Wymer's scholarly work includes nine books, and numerous journal articles and conference presentations. His primary areas of research include nonprofit marketing, social marketing, brand strength/loyalty, and scale development. Secondary areas include the history of marketing thought, macromarketing, and corporate social responsibility. He is an Associate Editor for the *European Journal of Marketing*. Previously, he has served as Editor of the *Journal of Nonprofit Public Sector Marketing* (2000-10), North American Editor for the *International Journal of Nonprofit Voluntary Sector Marketing* (2001-9), and President of the Atlantic Marketing Association (2005). Currently, Professor Wymer serves on five journal editorial boards.