

# **Marketing History: Strengthening, Straightening, and Extending**

## ***14th Biennial Conference on Historical Analysis and Research in Marketing (CHARM)***

Hosted by the University of Leicester:

**May 28 – May 31, 2009**

In 2009 the CHARM conference travels to England, where the esteemed historian Lord Acton once said "It is by solidity of criticism more than by the plenitude of erudition, that the study of history strengthens, and straightens, and extends the mind" (1895).

### ***JOIN COLLEAGUES WHO SHARE AN INTEREST IN MARKETING HISTORY!!***

Papers on all aspects of marketing history and the history of marketing thought in all geographic areas and all time frames are welcome at this friendly and collegial gathering. Methodological, pedagogical, and historiographic submissions are also invited.

All paper submissions will be double-blind reviewed and a proceedings volume will be published. Full papers (25 page maximum) or extended abstracts may be submitted. Authors may choose to publish either full papers or extended abstracts in the proceedings. To provide reviewers with sufficient information extended abstracts should be: 1,200-1,500 words in length and include: the research purpose, source material or data, and sample references.

### **SUBMISSION DEADLINE: Monday, December 1, 2008**

Outstanding full papers may be invited for publication in the *Journal of Historical Research in Marketing* or for submission to a special issue of the *Journal of Macromarketing*. Full papers are also eligible to be considered for: the *Stanley C. Hollander Best Paper Award* (best overall paper) and the *David D. Monieson Best Student Paper Award* (best paper by a graduate student). The David D. Monieson Best Student Paper Award eligibility requires that the paper be authored solely by a graduate student(s) and that student authorship be noted on the cover page upon submission.

For additional information about the Conference contact:

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