## **Notes on Contributors**

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Mark E. Hill is Associate Professor of Marketing in the School of Business at Montclair State University, New Jersey, USA. He holds a doctorate in Business Administration from Southern Illinois University. His work is published in a number of journals including *Journal of Marketing Education* (2007), *Consumption, Markets and Culture* (2004, 2000), *Journal of Consumer Marketing* (2003), *Journal of Current Issues and Research in Advertising* (2001, 1997), *Marketing Education Review* (2001), and *Research in Consumer Behavior* (2000). He received the Article of the Year Award in 2006 for his work on teaching effectiveness published in the journal of *Marketing Education Review*. His recent research has re-defined memory through an understanding of forgetting, re-defined marketing as a *way* of thinking vs. as a discipline, identified the paradoxical state of affairs hindering marketing's relationship with marketers, and is currently exploring consumers from a structuring of difference perspective.

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