The Contributors

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Gustav Puth has more than 37 years of academic and practical experience in the fields of research and research management, marketing and communication management, and business strategy. He was the founder and first Head of the Department of Marketing and Communication Management at the University of Pretoria. He is currently Programme Manager of the GfK Programme in Marketing Research at UP.

Adri W.A.J. Van der Merwe obtained her PhD in Communication Management in the Faculty of Economic and Management Sciences at the University of Pretoria in April 2013. She has more than 20 years' experience in managing corporate communication, with a particular interest initially in internal communication and corporate culture change management. She has focused extensively on managing corporate reputation since 2001.

Olga Zatepilina-Monacell (PhD, Syracuse, 2010) is an Assistant Professor in the Department of Communication at Appalachian State University in Boone, North Carolina. She has joined the academy after a 12-year career in communications and international development. Her research has been published in the *Public Relations Review* and *Place Branding and Public Diplomacy*. She is a member of the Association for Education in Journalism and Mass Communication.