



BIOGRAPHY

Bernard Cova is Professor of Marketing at Kedge Business School Marseille/Bordeaux (France) and Visiting Professor at Università Bocconi, Milan. A pioneer in the field of collective consumption since the early nineties, his internationally-influential research has paved the way to brand community approaches. His work on this topic has been published in the *International Journal of Research in Marketing*, the *European Journal of Marketing*, *Marketing Theory* and the *Journal of Business Research*. He is also known for his groundbreaking research in B2B marketing, especially in the field of solution marketing. His work on this topic has been published in the *Journal of Marketing Management*, the *Journal of Business & Industrial Marketing*, and *Industrial Marketing Management*.

Professor Cova is endeavouring to renovate current marketing theory and practice. He belongs to the school of marketing known as CCT (*Consumer Culture Theory*) that advocates a rehabilitation of marketing in society, preferring tribal marketing and societizing to traditional approaches. Moreover, for 30 years Professor Cova has worked on the development of an industrial marketing approach to assist companies selling projects, systems and complex services. He is considered by European marketers and researchers to be the leading expert in this field of project marketing. He is a member of the IMP, *Industrial Marketing and Purchasing group*.