

*School of Management and Marketing*  
*Seminar Notice*

**BIOGRAPHY**

**Associate Professor Tino Bech-Larsen** from the Aarhus School of Business in Denmark will be visiting the School of Management and Marketing from 1-16 February 2006. During his visit, he will be presenting two research seminars:

SEMINAR 1

TITLE : **A Critical Perspective on Corporate and Product Branding: The Supermalt Case**

SPEAKER : **Associate Professor Tino Bech-Larsen**  
**Aarhus University of Business, Denmark**

DAY/DATE : Thursday, 9 February 2006

TIME : 12.30-2.00p.m.

VENUE : 40.130

SEMINAR 2

TITLE : **Consumer Perceptions and Product Development of Healthy Food Products**

SPEAKER : **Associate Professor Tino Bech-Larsen**  
**Aarhus University of Business, Denmark**

DAY/DATE : Tuesday, 14 February 2006

TIME : 12.30-2.00p.m. (Lunch at 12 noon)

VENUE : Commerce Research Wing, Seminar Room 1

Lunch will be provided.

SMM Research Seminar Series Convenors,  
*Sara Dolnicar & James Reveley*