

*School of Management and Marketing*  
*Seminar Notice*

TITLE : **Consumers and their relationships with brands - From fads to trust to love**

SPEAKER : **Professor Suzanne C. Beckmann**

DAY/DATE : **Tuesday, 20 November 2007**

TIME : **12.30-1.30p.m.**

VENUE : **40A.G81**

*Lunch will be provided*

[Suzanne is Professor in the Department of Intercultural Communication and Management at Copenhagen Business School in Denmark.](#)

Her areas of expertise are as follows:

- \*communication
- \*consumers and consumer behaviour
- \*environment
- \*intercultural communication
- \*marketing - market analysis and psychology

SMM Research Seminar Series Convenors,

*Joshua Chang & Karin Garraty*