



Professor Ken Peattie, Marketing and Strategy, Cardiff Business School, UK

Ken Peattie is Professor of Marketing and Strategy at Cardiff Business School and Director of the ESRC-funded BRASS Research Centre based at Cardiff, which specialises in interdisciplinary research into business sustainability and corporate social responsibility. His research interests focus on the impact of sustainability concerns on marketing and corporate strategy making; social marketing for healthy and sustainable lifestyles; education for sustainable development; social enterprise and corporate social responsibility. He has published three books and numerous book chapters and articles in leading journals on these topics. His most recent book, '*Sustainability Marketing: A Global Perspective*', co-authored with Prof. Frank-Martin Belz, was named as the *2010 Business Book of the Year* by the German Business Research Association.