

GEORGE ROSSOLATOS MSc, MBA, PhD

Personal details

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Marketing practitioner and academic researcher, specializing in branding/communications, popular culture, consumer cultural research, new media research, with 20 years solid, hands-on experience, spanning brand management, marketing research, advertising, music and business journalism in top-ranking commercial and academic organizations with strong branding acumen and international experience.

Work experience

- ◆ Extensive experience in marketing innovation (from concept to launch) gained both from agency and client sides.
- ◆ Experience in IMC programs design, implementation and control (creative and media planning) across diverse media vehicles, such as TV, Radio, Print (magazines, newspapers-including sampling), Outdoor, Cinema, Ambient, Online, Mobile Media, In-store/Out-of-store, On-pack, Experiential marketing, online and m-gaming, PR, Lifestyle oriented advertorials and E-Advertorials, E-mail marketing, Direct Marketing, CRM based campaigns, TV programs sponsorship, Radio programs sponsorship, BtL and Events sponsorship, B2B marketing, Contests.
- ◆ Knowledge and application of robust research methodologies (qual/quant), ability to contribute insights not only on a data analysis/synthesis, but also on a methodology design level, extensive experience in all aspects of research set-up and implementation.

10/09 to date Self-employed and academic researcher

- ◆ Founder of the //disruptiVesemiOtics// agency, specializing in consumer cultural research/popular culture, branding/communications, new media, building and managing brand meaning, artists branding, place, destination branding, experiential branding, brand experiences and cultural practices analysis and creation, equity management, brand rhetoric, brand semiotics, multimodal marketing communications, new media and consumer engagement
- ◆ Developed new conceptual models and methodologies for brand equity planning, account planning, analyzing and managing consumer engagement in social media, and the rhetorical structure of ads (see paper and book on //rhetor.dixit// in the Publications section).
- ◆ Published extensively on consumer cultural research, cultural and marketing semiotics, new media related topics and presented in academic and trade conferences.
http://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=1784311
- ◆ Edited and co-authored the first Handbook of Brand Semiotics.
(see Publications section and <http://uni-kassel.academia.edu/georgerossolatos>)
- ◆ Founded the International Journal of Marketing Semiotics
(<http://ijmarketingsemiotics.com/>)

Skills acquired/ Key learning areas

- ◆ Designed and conducted research projects with a mixed methods (qual/quant) orientation in the fields of ethnography, netnography, semiotics, videography, multimodality, content analysis, discourse analysis, archival data research, rhetorical analysis, music analysis, audiovisual data analysis, advertising analysis, movie filmic analysis, popular culture, consumer cultural research, new media research.
- ◆ Design and delivery of seminars and conference presentations on various branding, advertising, consumer culture and new media related topics (see Invited Lectures & Seminars section).

01/09 to 09/09 Marketing Week, Marketing Business Unit Manager

- ◆ Responsible for marketing-related BU's financial targets and performance (including publications and conferences).
- ◆ Initiated a strategic marketing management platform with view to enhancing cross-selling opportunities among key business lines (publications & conferences).
- ◆ Developed and implemented new business proposals by leveraging growth opportunities and alternative revenue streams in a volatile business environment.
- ◆ Designed and implemented marketing-related conferences, special editions and special reports through cross-functional team management.

03/08 to 10/08 COSMOTE S.A. (leading mobile telecoms operator acquired by Deutsche Telecoms), Senior Brand Manager, Post-paid contracts (6-month placement)

- ◆ Responsible for planning, executing and monitoring key brands' communications.
- ◆ Responsible for analyzing the competitive marketing mix and briefing direct, BtL, AtL and interactive agencies for the design and implementation of marcomms.
- ◆ Initiated innovative brand communications ideas with view to matching unique product aspects with prospects' decision making process across the path-to-purchase, resulting in exceeding sales targets within just one month post-launch.
- ◆ Liaised and closely co-operated with product development teams with view to optimising brand positioning and refining targeting criteria.
- ◆ Initiated IMC brand plans encompassing through-the-line and interactive Media (advergaming and m-gaming).
- ◆ Developed a scoring/weighting matrix for evaluating advertising concepts against salient variables.
- ◆ Active monitoring of marketing research and high involvement in all aspects of media planning.
- ◆ Responsible for communications budget allocation and control, as well as for actionably interpreting online and offline media metrics.

02/07 to 09/07 Weetabix LTD, International Brand Manager (based in the UK)

- ◆ Designed and rolled-out an international marketing planning process with view to streamlining research projects across European key markets, increasing effectiveness and efficiency in communications design and implementation, while enabling the cross-fertilization of key learnings from success stories.
- ◆ Initiated the centralization of Nielsen ScanTrack and Homescan through the Isights platform for key European markets, resulting in cost-savings and enhanced ability to cross-fertilize key learnings.
- ◆ Co-operated with a central European agency in order to complete the repositioning of the mother brand.
- ◆ Conducted semiotic analyses of pan-European cereals AtL marcomms and

- generated insights regarding the optimal continental positioning of Weetabix.
 - ◆ Responsible for branding, advertising and marketing research for key European countries.
 - ◆ Responsible for liaising with the UK marketing team and providing insights and cross-fertilization opportunities regarding NPD and marketing activities.
 - ◆ Handled ad hoc marketing projects for various key markets in Europe, India and China, including new product launches, campaign launches, commissioning qualitative and quantitative research projects.
 - ◆ Managed on pack European promotions.
 - ◆ Experience in personnel management (International Packaging team).
- 09/06 to 11/06 Nestle, Brand Manager, Food Business Unit**
- ◆ Joined the Food Business Unit for only two months and decided to leave as the assigned category was significantly under-promising, while budgets were reallocated from the assigned to other product categories.
 - ◆ Despite my short tenure I initiated new brand plans and received valuable training in Nestle's excellent commercial planning process.
- 04/05 to 09/06 Colgate-Palmolive, Brand Manager, Body Care (Bath Foams, Shower Gels, Deodorants, Shampoos, Bar Soaps, Liquid Hand Soaps, Shave Foams)- 20% of ttl company's turnover**
- 10/03 to 03/05 Colgate-Palmolive, Assistant Brand Manager, Household Care (Liquid cleaners, fabric softeners, dish washing liquids)- 50% of ttl company's turnover**
- Key Achievements/Responsibilities**
- ◆ 360 brand management of a highly diverse portfolio with full P&L responsibility.
 - ◆ Hit and exceeded market share targets by managing efficiently and effectively new product launches and an established baseline.
 - ◆ Responsible for local NPD as well as for the adaptation of global NPD in liaison with various functions (sales, customer marketing, manufacturing, finance, supply chain management); also led NPD projects involving international co-ordination.
 - ◆ Designed, implemented and monitored the marketing performance of IMC plans (encompassing AtL, BtL, Interactive media).
 - ◆ Initiated and implemented out-of-the-box promos and consumer engagement experiential activities.
 - ◆ Participated in cross-country product launch teams and produced best practice reports based on local experience.
 - ◆ Held a dual role as Marketing Research Manager for the entire mktng department for a 3-month period.
 - ◆ Responsible for budgeting, sales forecasting and national promotions planning; re-engineered the budgeting process through a bottom-up approach.
 - ◆ Extensive experience in media, creative and research briefs.
 - ◆ Strong multi-source analytical and synthetic skills, encompassing market audit, internal sales and financial data, media metrics (online and offline),
 - ◆ Participated in key taskforce groups.
- 04/03 to 10/03 Research International (Millward Brown), Senior Research Executive (Quantitative) & Head of the Branding / Communications Business Practice Area**
- 04/02 to 04/03 Research International (Millward Brown), Research Executive**
- Key Clients in alcoholic drinks (Bacardi-Martini, Heineken) and food/beverage sectors. Additionally, solid research experience in a wide variety of sectors, including tobacco, pharmaceuticals, personal hygiene, telecommunications, banking, electronics.
- Skills acquired/ Key learning areas**

- ◆ Managed a Business Unit (20% of ttl company's turnover) by effectively balancing existing key clients' retention and new customers' acquisition.
- ◆ Hit and exceeded revenue targets by Q3.
- ◆ Experience in personnel management in the context of internships.
- ◆ Headed the Branding & Communications Business Practice Area, being responsible for the internal diffusion of and support / technical training on all patented methodologies concerning branding and communications (brand equity tracking, ad pre/post testing, ad development, copy testing, ad tracking semiotics, etc.).
- ◆ Applied the Total Marketing Knowledge approach to client deliverables (issue based complex research interpretation as against stats presentation and reading the self-evident).
- ◆ Used complex multivariate stats techniques, novel data synthesis approaches and bespoke design of marketing metrics that added value to client deliverables, also resulting in exceptional project evaluations.
- ◆ Managed demanding research projects across all areas involved (design of methodology, sample definition, implementation, control, analysis, interpretation and recommendations for action according to the business case at hand) through cross-functional management of field, data processing, accounting.
- ◆ Experience in both fmcgs and services.
- ◆ Experience in international projects handling.
- ◆ Strong client-handling and presentation skills.
- ◆ Multi-task oriented and able to cope with extenuating deadlines.
- ◆ Highly data driven in decision making and capable of synthesizing multi-source data; exponent of holistic marketing management; experienced in advanced statistical methods (such as multivariate mapping techniques, dendrograms, cluster/factor analysis, regression, SEM) and extensive use in client deliverables; hands-on extensive experience in analysing and actionably synthesizing/interpreting market audit metrics (IRI, Nielsen), advertising metrics, media metrics, ad hoc consumer research metrics.
- ◆ Hands-on experience in applying key value drivers analyses in the context of U&A and consumer strategy projects (both market-wide and segment-specific), using mapping techniques and volumetrics analyses for gauging market and brand growth opportunities and providing specific directions/suggestions for LX, repositioning, new market entry, new segment/niche entry, leveraging alternative consumptive occasions, customizing the brand mix for new segments.
- ◆ Experience in local and international consumer marketing, both from client, as well as from agency sides and close co-operation with/understanding of sales and trade marketing issues.

Business practice areas experience

- ◆ Branding and Communications (from tracking surveys and brand identity development to pre and post-campaign evaluation), New Product Development, Consumer Strategy (U&A's, P&A's), Channel/Category Management, Service Measurement, E-Research.

04/01 to 04/02 J Walter Thompson, Account Executive (client service and account planning)

Key Clients in banking, fmcgs, mobile.

- ◆ Responsible for translating key clients' marketing objectives into creative and media objectives.
- ◆ IMC campaigns management and significant experience in creative/media/production briefs, and advertising costing procedures.
- ◆ Undertook on my own initiative account planning projects, including

conducting qual research with the employment of projective techniques and conducting brand semiotics analyses on competitive marcomms.

- 1999 to 2001** **Military Service**
- 1998 to 1999** **Marketing Week: Marketing Journalism**
- 1997 to date** Extensive publication (300+) of articles and special reports in marketing journals and popular dailies spanning a wide range of marketing-related topics; translation of FT Publications book "Mastering Marketing"
- 1988-1998** **Music journalism:** Over 100 interviews with bands, gig and record reviews, special reports and photo-reportage for 10 popular music magazines; editor of the fortnightly music newspaper Music Press:
<https://www.mediafire.com/?cdvve8bakjgk9l>
Also visit my Vinyl Museum and youtube channel @
<https://gr.pinterest.com/grossolatos/rossolatos-vinyl-museum/>
<https://gr.pinterest.com/grossolatos/rossolatos-vinyl-museum-chamber-iii/>
<http://grossolatos.blogspot.com/2016/02/rossolatos-museum-chamber-i-7.html>
<http://grossolatos.blogspot.com/2016/02/rossolatos-museum-chamber-ii.html>
<http://grossolatos.blogspot.gr/2016/02/rossolatos-museum-chamber-iii.html>
<https://www.youtube.com/channel/UCFI905KO-wn3UpGKoUWsmhg>

Education

- 2011 to 2014** **University of Kassel, Germany, PhD in Marketing Semiotics**
Grade (based on thesis and oral defense): 1 (Very good "Magna cum laude")
Research topic: Brand equity planning with structuralist rhetorical semiotics (funded by the German Academic Exchange Service, DAAD)
<http://bit.ly/1hEcuq1>
Designed the first comprehensive rhetorical semiotic model and methodology for managing sources of brand equity (brand generative trajectory of signification).
//rhetor.dixit//: Designed the first comprehensive methodology for analyzing and interpreting the multimodal rhetorical structure of TV ads with view to generating comparative figurative advantages.
- 2002 to 2006** **University of Strathclyde Business School**
Master in Business Administration (MBA)
Modules: International Finance and Accounting, International Business, Marketing Management, Financial Accounting, Management Accounting, Managing Financial Resources, Operations Management, Human Resources Management, Managing the External Business Environment, Data Management, Decision Support Systems, Information Systems, Corporate Strategy Analysis and Planning, Project Management,
Dissertation on Brand Equity
- 1998 to 1999** **Manchester Business School**
Part-time doctoral research in Brand Equity and Integrated Marketing Communications
Coined the ontological branding perspective, particularly useful for mega brands seeking to deepen consumer relationships especially in mature markets.
- 1997 to 1998** **Manchester Business School**
MSc in Marketing
Modules: Marketing Research, Statistics, Pricing, Retail Marketing, International Marketing, Consumer Behaviour/ Organizational Behaviour, Services Marketing, New Product Development.
Dissertation: Developed the model of **Consumer Psychoanalysis**, thus carving a novel path in interpretive consumer research.
- 1994 to 1997** **University of Essex**

BA (Hons) in Philosophy (Department of Social Sciences)

Grade: Upper 2:1

Modules: Kantian and Post-Kantian Idealism, Heideggerian Ontology & Hermeneutics, Existentialism/Phenomenology (Hegel, Maurice-Merleau Ponty, J.P.Sartre), Philosophy, Literature & Literary Criticism (from Plato to Bataille and Blanchot), Wittgenstein's complete works, Nietzschean philosophy, Descartes, Berkeley, Locke, Scholastics, Deconstruction & Psychoanalysis, Politics, Sociology. Aesthetics, Logic & Analytical Philosophy, Philosophy of Mind & Meaning, Philosophy of Cinema.

President of the Philosophy Society (3rd year) and lecturing on pre-Socratic philosophy.

1994

3 A levels (GCE) in Literature (A), History (A), Sociology (C)

1993

Diploma of Secondary Education, Average Grade 18/20

Related skills & experience

2011 to date Reviewer for academic journals and conferences including Marketing Theory, Qualitative Market Research, Journal of Brand Management, Social Semiotics, Association for Consumer Research, Consumer Culture Theory, European Advertising Academy, Social Marketing, European Marketing Academy, International Journal of Marketing Semiotics, Chinese Semiotic Studies, International Journal of Pure Communication Inquiry, Signs & Society.

2009 Marketing Week: Organized conferences on Interactive Advertising (with IAB), Country-of-Origin branding, Branding during recession (with Leslie de Chernatony), Marketing Accountability (with Malcolm McDonald, Nigel Hollis, Peter Field).

2006 Nestle: Training in Commercial Planning Process

2005 Colgate Palmolive France: Training in Promotions evaluation techniques

2003-04 Colgate Palmolive: Training in Finance/Accounting, Media Management, Marketing Research, Advertising Development, Category Management

2002-03 Research International: Training in New Product Development, Brand Equity, Category Management, Statistics

2001 J Walter Thompson UK, Training in BRANDZ and Source of Business Identifier, WPP's brand equity measurement tools

2001 Training in Business Kinetics, J Walter Thompson's simulation tool for integrating advertising development with overall client business objectives

1999 Saatchi & Saatchi, Media Planning & Buying Training

1998 to date Participation in a wide range of marketing and advertising related seminars and conferences, from retailing and market research to online banking and brand management

Member of the Consumer Culture Theory (CCT) Consortium, European Marketing Academy (EMAC), International Association for Semiotic Studies (IASS)

IT skills

Office MS Word, Excel, Powerpoint

Commercial databases AC Nielsen In Fact, Home Panel, I-sights

SAP Business Warehouse

Statistics Proprietary statistical software packages
SPSS, Amos Structural Equation Modelling
XLStat

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| Content analysis | Atlas.ti verbal and audio-visual (multimodal) content analysis software |
| Audio, image and video editing | Web design software packages Sony Vegas, Audacity, Traktor, Photoshop (basic) and other audio-visual editing programs Continuous learning of new commercial and academic software programs |

Languages

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| Fluent in English (written/oral), French (written), Greek (written/oral) |
| 1994-95 University of Essex, Higher Level French, Grade 2:1 |
| 1993 Oxford International Business English Certificate, Grade C |
| 1991 University of Cambridge Certificate of Proficiency in English, Grade C |
| 1991 Certificat de Langue Francaise, French Institute of Athens, Grade A |

Academic publications (books and papers)

Additional papers and conference presentations may be accessed at <http://uni-kassel.academia.edu/georgerossolatos> and www.researchgate.net

Books

Rossolatos, George (ed. and co-author) (2015b). *Handbook of Brand Semiotics*. Kassel: Kassel University Press.
<http://ijmarketingsemiotics.com/handbook-of-brand-semiotics/>

Rossolatos, George (2015a). *Semiotics of Popular Culture*. Kassel: Kassel University Press.
http://www.upress.uni-kassel.de/katalog/abstract_en.php?978-3-86219-556-5
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2534969

Rossolatos, George (2014). *Brand Equity Planning with Structuralist Rhetorical Semiotics*. Kassel: Kassel University Press.
<http://www.uni-kassel.de/hrz/db4/extern/dbupress/publik/abstract.php?978-3-86219-706-4>
www.uni-kassel.de/upress/online/frei/978-3-86219-706-4.volltext.frei.pdf
http://www.google.com/books?hl=el&lr=&id=1Q7yAgAAQBAJ&oi=fnd&pg=PP1&dq=george+rossolatos&ots=GuAOaDdrJA&sig=AYd_IMoO32LuhwmbnyALOGcaviA&redir_esc=y#v=onepage&q&f=false

http://www.amazon.com/Equity-Planning-Structuralist-Rhetorical-Semiotics/dp/3862197069/ref=sr_1_4?s=books&ie=UTF8&qid=1395389615&sr=1-4&keywords=Rossolatos+Brand+Equity

<http://iassais.wordpress.com/2014/02/28/new-book-brand-equity-planning-with-structuralist-rhetorical-semiotics-george-rossolatos/>

Complimentary download link

<http://bit.ly/1hEcug1>

Rossolatos, George (2013). *//rhetor.dixit//: Understanding Ad Texts' Rhetorical Structure for Differential Figurative Advantage*. Amazon Press.

http://www.academia.edu/4397763/rhetor.dixit_Understanding_ad_texts_rhetorical_structure_for_differential_figurative_advantage

Complimentary download link

<http://bit.ly/17CfJaH>

Purchase link

<http://www.amazon.com/dp/1492259691>

Google books

http://books.google.gr/books?id=nS15KbHr5_QC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

Rossolatos, George (2012). *Applying Structuralist Semiotics to Brand Image Research*. Amazon Press.

https://www.academia.edu/3859649/Applying_structuralist_semiotics_to_brand_image_research

http://www.amazon.com/Applying-structuralist-semiotics-research-ebook/dp/B008403HDK/ref=sr_1_1?ie=UTF8&qid=1337295249&sr=8-1%20

<http://www.barnesandnoble.com/w/applying-structuralist-semiotics-to-brand-image-research-george-rossolatos/1112129062?ean=9781105839146>

http://www.slideboom.com/presentations/621488/g_rossolatos-11th-Semiotics-World-Congress-pres

Rossolatos, George (ed. and co-author) (2002). *Interactive Advertising: Dynamic Communication in the Information Era*. Athens: Libris-Tech.

https://www.academia.edu/3859634/Interactive_advertising_Dynamic_communication_in_the_information_era_2002

Journal and conference papers

Rossolatos, George (2017e). Impossibly good looks: A pragma-ontological approach to unearthing the latent rhetorical structure of anti-aging advertising discourse (under review).

Rossolatos, George (2017d). Cruising'n'boiling: Post-place branding as nomadic experiencing (under review).

Rossolatos, George (2017c). A sociosemiotic approach to consumer engagement in user-generated advertising (under review). previewable at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2922706

Rossolatos, George (2017b). Toy stories: On the disciplinary regime of vibration. *Semiotica* 218 (Sep), pp. 145-164.

Rossolatos, George (2017a). Carpool Karaoke: Deconstructing the directly lived experience of hearing oneself singing. *Social Semiotics* 27 (5), pp.624-637.

Rossolatos, George (2016h). What's in a thang? Dancing to brand image with Miley Cyrus's multimodal dance spectacle. *Arts and the Market* 7 (1), pp.101-130.
<http://www.emeraldinsight.com/doi/pdfplus/10.1108/AAM-12-2016-0024>

Rossolatos, George (2016g). Brand image re-revisited: A semiotic note on brand iconicity and brand symbols. *Social Semiotics* (Advance publishing 17 May 2017).
<http://www.tandfonline.com/doi/abs/10.1080/10350330.2017.1329973?tokenDomain=eprints&tokenAccess=rGWiRKcJg5sSf3x5Ng8D&forwardService=showFullText&doi=10.1080%2F10350330.2017.1329973&doi=10.1080%2F10350330.2017.1329973&journalCode=csos20>

Rossolatos, George (2016f). Consumed by the Real: A conceptual framework of abjective consumption and its freaky vicissitudes (forthcoming).

Rossolatos, George (2016e). Holy shit! Consuming oneself through taboo speech-acts. *Chinese Semiotic Studies* 13(2), pp.151-170.

Rossolatos, George (2016d). Limeating Inc.: Furious Pete and the post-colonial hamburger standard. *Chinese Semiotic Studies* 12(4), pp. 533-548
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2717041

Rossolatos, George (2016c). Good vibrations: Charting the dominant and emergent discursive regimes of sex toys. *The Qualitative Report* 21(8): 1475-1494.

Rossolatos, George (2016b). A multimodal discourse analytic approach to the articulation of Martini's "desire" positioning in filmic product placement. *Social Semiotics* 27(2): 211-226.

Rossolatos, George (2016a). Before the consummation what? On the role of the semiotic economy of seduction. *Continuum: Journal of Media & Cultural Studies* 30(4): 451-465.

Rossolatos, George (2015h). The Brand Imaginarium, or on the iconic constitution of brand image. In *Handbook of Brand Semiotics*, George Rossolatos (ed.), 390-457, Kassel: Kassel University Press.

Rossolatos, George (2015g). Taking the "multimodal turn" in interpreting consumption experiences. *Consumption, Markets & Culture* 18(5): 427-446.

Rossolatos, George (2015f). Servicing a heavy metal fandom posthumously: A sociosemiotic account of collective identity formation in Dio's memorial. *Social Semiotics* 25(5): 633-655.

Rossolatos, George (2015d). Double or nothing: Deconstructing cultural heritage. *Chinese Semiotic Studies* 11(3): 297-315.

Rossolatos, George (2015c). The ice-bucket challenge: The legitimacy of the memetic mode of cultural reproduction is the message. *Signs & Society* 3(1): 132-152.

Rossolatos, George (2015b). A Dio: A sociosemiotic/phenomenological account of the formation of collective narrative identity in the context of a rock legend's memorial. *Southern Semiotic Review* 5(1): 81-125.
http://www.southernsemioticreview.net/wp-content/uploads/2015/01/Dio-rossolatos-2_1_15.pdf

Rossolatos, George (2015a). Is the semiosphere post-modernist? *Kodikas: Ars Semeiotica* 38(1): 95-113.

Rossolatos, George (2014i). For a semiotic model of cultural branding and the dynamic management of a brandosphere in the face of user-generated advertising (March 16, 2014). *International Journal of Marketing Semiotics Vol.II*, pp.23-47.
<http://ssrn.com/abstract=2481589>

Rossolatos, George (2014h). The moribund syntax of Hula-hoop dancing (under review).

Rossolatos, George (2014g). Lady Gaga as (dis)simulacrum of monstrosity. *Celebrity Studies* 6(2), pp.231-246.

Rossolatos, George (2014f). Conducting multimodal rhetorical analysis of TV ads with Atlas.ti 7. *Multimodal Communication* 3(1): 51-84.

Rossolatos, George (2014e). Building strong brands with structuralist rhetorical semiotics: A step-by-step exposition of the methodological framework of the brand trajectory of signification. 12th International Association for Semiotic Studies World Congress, Sofia, Bulgaria, 16-20 September.
<http://semio2014.org/en/marketing-semiotics>

Rossolatos, George (2014d). Towards the cultural branding model of the brandosphere: From share-of-market to share-of-cultural representations. 12th International Association for Semiotic Studies World Congress, Sofia, Bulgaria, 16-20 September.
http://www.iass-ais.org/proceedings2014/view_lesson.php?id=108

Rossolatos, George (2014c). Rapunzel, Benjamin Button and Little Red Riding Hood in this and any other possible world: Philosophical, rhetorical and textual semiotic excursions in inter-textual formations amongst advertising, literary and filmic texts. *Southern Semiotic Review* Vol.3.
<http://www.southernsemioticreview.net/rapunzel-benjamin-button-and-little-red-riding-hood-philosophical-rhetorical-and-textual-semiotic-excursions/>

Also published in print in *Gramma: Journal of Theory & Criticism*, Vol.12 (May 2014), pp. 205-220.

Rossolatos, George (2014b). On the pathology of the enthymeme: Accounting for hidden visual premises in advertising discourse. *Signs and Society* 2(1): 1-27.
<http://www.jstor.org/stable/10.1086/674417?Search=yes&resultItemClick=true&searchText=rossolatos&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Drossolatos%26amp%3BSearch%3DSearch%26amp%3Bwc%3Don%26amp%3Bfc%3Doff%26amp%3BglobalSearch%3D%26amp%3Bsbbox%3D%26amp%3BsbjBox%3D%26amp%3BsbpBox%3D>

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2441460

Rossolatos, George (2014a). Exploring the rhetorical semiotic brand image structure of ad films with multivariate mapping techniques. *Semiotica* Vol.200: 335-358.

Rossolatos, George (2013r). A methodological framework for conducting multimodal rhetorical analyses of advertising films with ATLAS.ti. In *Atlas.ti User Conference 2013: Fostering Dialog on Qualitative Methods*, Susanne Friese and Thomas Ringmayr (eds.), Berlin, Germany: Berlin Technical University Press. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2315566

Presentation Atlas.ti User Conference 2013, Berlin Fostering Dialogue on Qualitative Methods September 12 – 14.
<http://www.slideboom.com/presentations/823089/A-Methodological-Framework-for-Conducting-Multimodal-Rhetorical-Analyses-of-Advertising-Films-with-Atlas.-ti>

Rossolatos, George (2013q). Brand equity planning with structuralist rhetorical semiotics: A conceptual framework. *The Qualitative Report* 18(90): 1-20.
<http://www.nova.edu/ssss/QR/QR18/rossolatos90.pdf>

Rossolatos, George (2013p). Brand equity planning with structuralist rhetorical semiotics: A conceptual framework. Proceedings of the 42nd European Marketing Academy Conference, Istanbul, Turkey, 4-7 June.

Rossolatos, George (2013o). Operationalizing Groupe μ's local and general degrees zero in the light of multimodal ad filmic textual analysis. Paper presented at the 10th International Conference on Semiotics, Volos, Greece, October 4.

Rossolatos, George (2013n) "I know half the money I spend on advertising is wasted, but I do not know which half (J. Wannamaker)": Semiotic answers to perennial branding troubles. *Social Semiotics* 23(4): 545-560.

Rossolatos, George (2013m). On the textual economy of brand equity: Accounting semiotically for the difference between axiology and linguistic value. Proceedings of the 11th Annual International Conference on Marketing, Athens, Greece, 1-4 July.
<http://www.atiner.gr/papers/BUS2013-0477.pdf>

Rossolatos, George (2013l). An anatomy of the multimodal rhetorical landscape of the world's most valuable brands. *International Journal of Marketing Semiotics* Vol.I: 73-125.
<http://ijmarketingsemiotics.com/journal-contents-2/>

Rossolatos, George (2013k). A methodological framework for projecting brand equity: Putting back the imaginary into brand knowledge structures. *Sign Systems Studies* 42(1): 98-136.

Rossolatos, George (2013j). The relevance of structuralist rhetorical semiotics for ad textual signification. Proceedings of the 5th Conference on Rhetoric and Narratives in Management, Barcelona, Spain, 25-27 March 2013.
https://dl.dropboxusercontent.com/u/18686454/RNMR_2013_BoA-4-DEF.pdf

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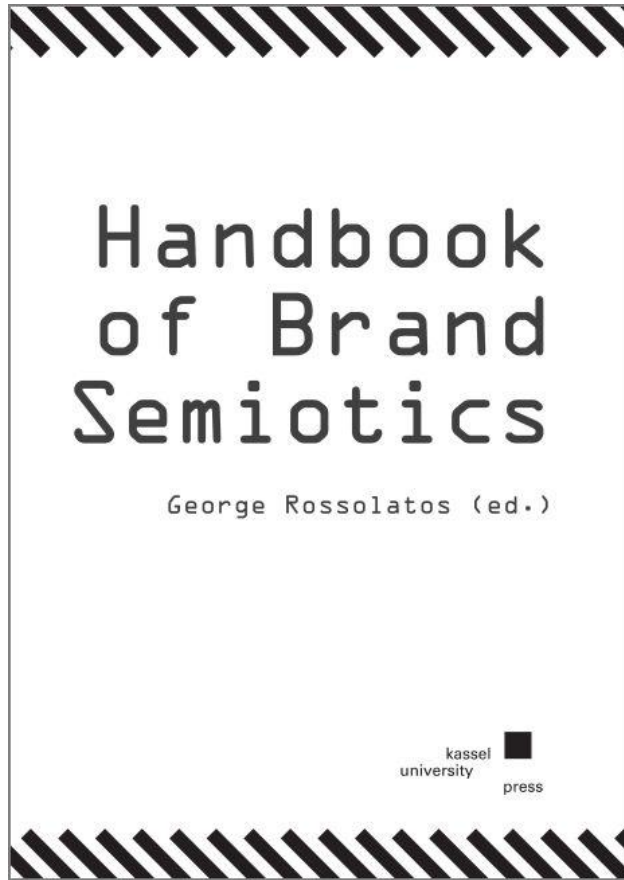
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Title: Handbook of Brand Semiotics

Publishing house: Kassel University Press

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Editor: George Rossolatos

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Pages: 457

Semiotics has been making progressively inroads into marketing research over the past thirty years. Despite the amply demonstrated conceptual appeal and empirical pertinence of semiotic perspectives in various marketing research streams, spanning consumer research, brand communications, branding and consumer cultural studies, there has been a marked deficit in terms of consolidating semiotic brand-related research under a coherent disciplinary umbrella with identifiable boundaries and research agenda.

The ***Handbook of Brand Semiotics*** furnishes a compass for the perplexed, a set of anchors for the inquisitive and a solid corpus for scholars, while highlighting the conceptual richness and methodological diversity of semiotic perspectives.

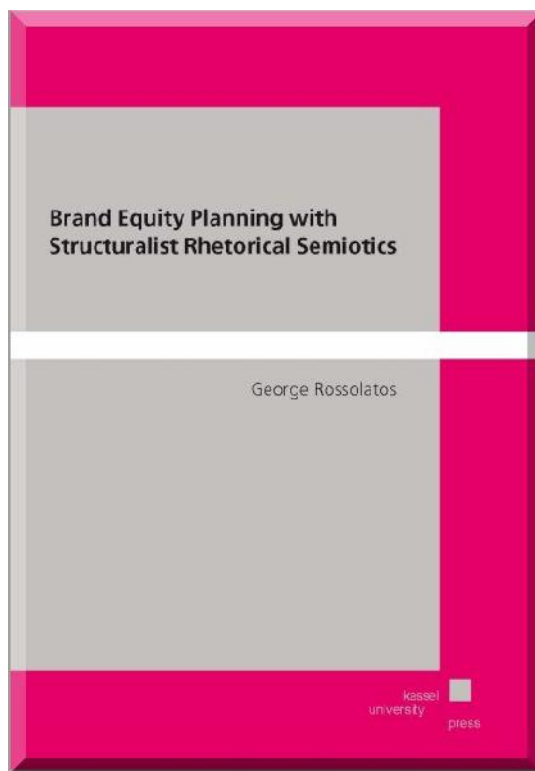
Written by a team of expert scholars in various semiotics and branding related fields, such as John A. Bateman, David Machin, Xavier Ruiz Collantes, Kay L. O'Halloran, Dario Mangano, George Rossolatos, Merce Oliva, Per Ledin, Gianfranco Marrone, Francesco Mangiapane, Jennie Mazur, Carlos Scolari, Ilaria Ventura, and edited by George Rossolatos, Chief Editor of the *International Journal of Marketing Semiotics*, the Handbook is intended as a point of reference for researchers who wish to enter the 'House of Brand Semiotics' and explore its marvels.

The ***Handbook of Brand Semiotics***, actively geared towards an inter-disciplinary dialogue between perspectives from marketing and semiotics, features the state-of-the-art, but also offers directions for future research in key streams, such as:

- Analyzing and designing brand language across media
- Brand image, brand symbols, brand icons vs. iconicity
- The contribution of semiotics to transmedia storytelling
- Narrativity and rhetorical approaches to branding
- Semiotic roadmap for designing brand identity
- Semiotic roadmap for designing logos and packaging
- Comparative readings of structuralist, Peircean and sociosemiotic approaches to brandcomms
- Sociosemiotic accounts of building brand identity online
- Multimodality and Multimodal critical discourse analysis
- Challenging the omnipotence of cognitivism in brand- related research
- Semiotics and (inter)cultural branding
- Brand equity semiotics

You may read the Introduction and the Table of contents @

http://www.uni-kassel.de/upress/publik/Extract_Handbook_of_Brand_Semiotics.pdf



Title: Brand Equity Planning with Structuralist Rhetorical Semiotics

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Author: George Rossolatos

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Publication objectives

Brand Equity Planning with Structuralist Rhetorical Semiotics furnishes an innovative conceptual model and methodology for brand equity planning, with view to addressing a crucial gap in the marketing and semiotic literatures concerning how advertising multimodal textual elements may be transformed into brand associations, with an emphasis on rhetorical relata as modes of connectivity between a brand's surface and depth grammar. The scope of this project is interdisciplinary, spanning research areas such as brand equity, structuralist semiotics, textual semiotics, visual and film semiotics, multimodal rhetoric, film theory, psychoanalysis. The proposed connectionist conceptual model of the brand trajectory of signification is operationalized through a methodological framework that encompasses a structuralist semiotic interpretative approach to the textual formation of brand equity, supported by quantitative content analysis with the aid of the software Atlas.ti and the application of multivariate mapping techniques.

Semiotics of Popular Culture

George Rossolatos

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Publication objectives

Cultural studies constitutes one of the most multi-perspectival research fields. Amidst a polyvocal theoretical landscape that spans different disciplines semiotics is of foundational value. In an attempt to effectively address the conceptual richness of the semiotic discipline, a wide roster of perspectives is evoked in this book against the background of a diverse set of cultural phenomena, including structuralist and post-structuralist semiotics, semiotically informed psychoanalysis, cultural semiotics, film semiotics, sociosemiotics, but also, to a lesser extent, music semiotics and more niche, but certainly promising perspectives, such as postmodern semiotics, ethnosemiotics, phenomenological semiotics and rhetorical semiotics. The recruitment of semiotic frameworks and concepts is enacted against the background of advances in cultural studies (thus reinstating the dialogue with a discipline that took form by drawing on semiotics in the first place) and the various research streams that have become consolidated within the wider cultural studies territory, such as memory studies, celebrity studies, death studies, cultural geography, visual studies. At the same time, the offered readings engage dialogically with Consumer Culture Theory. As regards the diversity of cultural phenomena that constitute the empirical substratum of the offered analyses, music, cinema, new media, live-shows, branding, advertising and literature constitute the focal areas of concern. Under the aegis of a permeating textuality paradigm, the ubiquitously applicable tools of multimodal analysis, and time-hallowed qualitative research methods facilitated by advances in videography and archival research, the featured semiotic readings aim at scrutinizing the wider social implications and communicative functions of popular cultural artefacts, spectacles, processes and places, such as Lady Gaga's monstrosity, Dio's memorial, experiential consumption events, the ice-bucket challenge video meme.