

## Past Winners of the Stanley C. Hollander Best Paper Award

2017	Fred Beard, <i>Archiving the Archives: The World's Collections of Historical Advertisements and Marketing Ephemera</i>
2015	Lilly Anne Buchwitz, <i>A Model of Radio and Internet Advertising History</i>
2013	Dale Miller and William Merrilees, <i>Historical Ambidextrous Marketing: Antipodean Perspectives 1876 to 1915</i>
2011	Leighann C. Neilson, <i>John Murray Gibbon (1875-1952): The Branding of a Northern Nation</i>
2009	Stefan Schwarzkopf, <i>The 'Consumer Jury': Historical Origins and Social Consequences of a Marketing Myth</i>
2007	Stefan Schwarzkopf, <i>Consumer Voice and Brand Loyalty: Lever, J. Walter Thompson and the Rise of Market Research in Britain, 1918-1939</i>
2005	Diana Twede, <i>The Origins of Paper Based Packaging</i>
2003	D.G. Brian Jones, <i>Simon Litman (1873-1965): Pioneer Marketing Scholar</i>
2001	John L. Solow, <i>Exorcising the Ghost of Cigarette Advertising Past: Collusion, Regulation and Fear Advertising</i>
1999	Donald F. Dixon, <i>Some Late Nineteenth Century Antecedents of Marketing Theory</i>
1997	Terrence H. Witkowski, <i>Gendered Patterns of Consumption in the Early American Household, 1750-1825</i>

## Past Winners of the David D. Monieson Best Student Paper Award

2017	Elin Åström Rudberg, <i>Selling the Concept of Brands: The Swedish Advertising Industry and Branding in the 1920s</i>
2015	Rhodora G. Vennarucci, <i>Marketing an Urban Identity: The Shops and Shopkeepers of Ancient Rome</i>
2013	Julia Große-Boerger, <i>Racing and the motorization of the German people 50 years of the automobile at the 1935 and 1936 Berlin Automobile Exhibitions</i>
2011	No prize was awarded
2009	Ann-Marie Kennedy Thompson, <i>The New Zealand Sunday-Keep Sunday Free: An Historical Narrative of the Shop Trading Hours Legislation in New Zealand</i>
2007	No prize was awarded
2005	Garth E. Harris, <i>Sidney Levey: Challenging the Philosophical Assumptions of Marketing</i>
2003	Leighann Neilson, <i>Marketing the 'Forest Primeval': Development of 'Romantic Tourism' in the Land of Evangeline, 1847-1920</i>
2001	Leighann Neilson, <i>The Development of Marketing in the Canadian Museum Community: 1840-1989</i>
1999	David Bussiere, <i>Evidence of Marketing Periodical Literature within the American Economic Association: 1895-1936</i>
1997	Maureen Hupfer, <i>Anything in Skirts Stands a Chance: Marketing the Canadian North West to British Women, 1880-1914</i>