**Appendix 1:** Overview of publications concerning three different classes of personal brand in eleven different categories

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Categories** | **Sub-categories** | **Classes of Human Brands** | | |
| **Icon** | **Celebrity** | **Personal brand** |
| **Sports** | Athletes | --- | Rascher et al., 2017; Sassenberg et al., 2012; Shuart, 2007; Summers & Morgan, 2008 | Agyemang, 2011; Arai et al., 2013; Arai et al., 2014; Ballouli & Hutchinson, 2012; Carlson & Donavan, 2013; Carlson & Donavan, 2017; Chang, 2018; Chang et al., 2018; Constantinescu, 2017; Desmarais, 2017; Emmons & Mocarski, 2014; Geurin, 2017; Geurin-Eagleman & Burch, 2016; Green, 2016; Hasaan et al., 2016; Hasaan et al., 2018; Hasaan et al., 2019; Hodge & Walker, 2015; Kunkel et al., 2019; Lebel & Danylchuk, 2014; Lobpries et al., 2017; Lobpries et al., 2018; McGhee, 2012; Parris et al., 2014; Schwartz & Vogan, 2017; Staskeviciute-Butiene, 2014; Tsiotsou, 2016; Williams et al., 2015; Wilson & Liu, 2012; Zhou & Tainsky, 2017 |
| Athletic trainers | --- | --- | Kahanov & Andrews, 2001; Walsh & Williams, 2017 |
| Athletes from specific disciplines | David Beckham (Kelting & Rice, 2013; Parmentier & Fischer, 2012) | Ryan Giggs (Parmentier & Fischer, 2012)  LeBron James (Fresco, 2017)  Andy Murray (Davies & Slater, 2015)  Suzann Pettersen (Kristiansen & Williams, 2015)  Eugen Sandow (Morais, 2013)  Annika Sörenstam (Cortsen, 2013)  Tiger Woods (Tanner & Maeng, 2012) | Bigsby et al., 2019; Chadwick & Burton, 2008; Kakitek, 2018; Lebel & Danylchuk, 2012; O'Reilly & Braedley, 2008; Price et al., 2013 |
| **Academics** | General | --- | --- | Banet-Weiser & Juhasz, 2011; Borman-Shoap et al., 2019; Close et al., 2011; Cole-Turner, 2019; Duffy & Pooley, 2017; Hotez, 2018; Radford et al., 2018; Reif-Lehrer, 1992; Shafaei et al., 2019 |
| Professors | --- | --- | Jillapalli & Jillapalli, 2014; Jillapalli & Wilcox, 2010; Zamudio et al., 2013; Zamudio & Meng, 2015 |
| Students | --- | --- | Bergh et al., 2017; Bronstein, 2014; Chakrabarti, 2014; Edmiston, 2014; Flostrand et al., 2016; Holmberg & Strannegård, 2015; Hood et al., 2014; Humphrey et al., 2019; Ilies, 2018; Johnson, 2017; Jones & Leverenz, 2017; Lee & Cavanaugh, 2016; Levin et al., 2019; Manai & Holmlund, 2015; McCorkle et al., 1992; McCorkle et al., 2003; Myers, 2017; Robson, 2019; Shuker, 2014; Stanton & Stanton, 2013; Taylor, 2003; Watson, 2019 |
| **Politicians** | General | --- | McKernan, 2011; Street, 2004 | Algara, 2019; Bors, 2019; Coesemans & De Cock, 2017; Colliander et al., 2017; Jones, 2010; Medveschi & Frunzã, 2018; Milewicz & Milewicz, 2014; Speed et al., 2015 |
| Prime ministers | --- | Tony Blair (Scammell, 2007)  Benito Mussolini (Swan, 2016)  Kevin Rudd (Burgess et al., 2017; Craig, 2014) | --- |
| Presidents | --- | George W. Bush (Tanner & Maeng, 2012)  Wladimir Putin (Campbell & Denezhkina, 2017)  Donald Trump (Hearn, 2016; Pérez-Curiel & Naharro, 2019) | --- |
| Election candidates | --- | Charles Kennedy (Harris & Lock, 2001) | Chai & Kim, 2013; Kaneva & Klemmer, 2016; Parker, 2012; Van Steenburg & Guzmán, 2019 |
| Ordinary politicians | --- | --- | Rozanova, 2017 |
| **Visual artists** | General | --- | --- | Baumgarth & O’Reilly, 2014; Baumgarth et al., 2014; Hernando & Campo, 2017; Kucharska & Mikolajczak, 2018; Moulard et al., 2014; Preece & Kerrigan, 2015; Schroeder, 2005 |
| Painters/Graphic artists | --- | Thomas Kinkade (Fillis, 2015)  Ernst Ludwig Kirchner (Weikop, 2012)  Pablo Picasso (Muñiz Jr. et al., 2014)  Andy Warhol (Kerrigan et al., 2011) | --- |
| Sculptors | --- | Ai Weiwei (Preece, 2015) | --- |
| Video/film producers | --- | Marina Abramovic (Marcus, 2015) | --- |
| **Performing artists** | Actors | --- | Drew Barrymore (Choi & Rifon, 2012)  Russell Brand (Mills et al., 2015)  Dustin Hoffmann (Tripp et al., 1994)  Elizabeth Hurley (Barron, 2007)  Jena Malone (Wohlfeil & Whelan, 2012)  Julia Roberts (Choi & Riffon, 2012) | Mathys et al., 2016 |
| Musicians | David Bowie (Lindridge & Eagar, 2015; Eagar & Lindridge, 2015) | Cheryl Cole (Cocker et al., 2015)  Ladi6 (Friend, 2015)  Lady Gaga (Click et al., 2013)  Kylie Minogue (Chapman et al., 2005) | Huang & Huang, 2016; Matenge, 2013; Meiseberg, 2014; Turri et al., 2013; Saboo et al., 2016; Scharff, 2015 |
| Comedians | --- | Matthew Broderick (Tripp et al., 1994) | --- |
| Models | --- | Tyra Banks (Keller, 2014; Persis Murray, 2015)  Katie Price (Cocker et al., 2015; Genz, 2015) | Belk, 2019; Parmentier et al., 2013 |
| TV Anchor | --- | Bethenny Frankel (Nayar, 2015)  Oprah Winfrey (Loroz & Braig, 2015) | Finneman et al., 2019 |
| **Aristocracy** | Royals | British royals (Otnes & MacIaran, 2018) | --- | Dionise, 2018 |
| **Producers of hedonic products** | Chefs | --- | Chen et al., 2017; Clark et al., 2016; Ehrmann et al., 2009 | --- |
| **Professional services** | General | --- | --- | Abrate & Viglia, 2019; Henning & Padayachee, 2018; Maiksteniene, 2009; Ogutu & Ougo, 2016; Shek et al., 2015; Tussvadiah & Park, 2018 |
| Medical staff | --- | --- | Brigham, 2016; Cederberg, 2017; Chu et al., 2018; Ioan et al., 2014; Kalia et al., 2017; Luca et al., 2015; Marwitz et al., 2018; Mishra, 2019; Munden, 2015; Trepanier & Gooch, 2014 |
| Consultants | --- | --- | Pagis & Ailon, 2017 |
| IT professionals | --- | --- | Johnson, 2015 |
| Engineers | --- | --- | Brennan et al., 2015; Sheikh & Lim, 2011 |
| Salespeople | --- | --- | Amoako & Okpattah, 2018; Little, 2012 |
| Teachers | --- | --- | Ilina et al., 2017 |
| Librarians | --- | --- | Ahmad et al., 2016; Eke, 2012; Gall, 2010; Kalbande, 2019; Schneider, 2012; Thomas, 2011 |
| **Self-employed** | General | --- | --- | Gandini, 2016 |
| Creative industry | --- | --- | Duffy & Pruchniewska, 2017; Pick et al., 2015; Pruchniewska, 2018 |
| Spiritual | --- | --- | Gregory, 2019 |
| **Business managers** | CEOs | --- | --- | Alghawi et al., 2014; Bendisch et al., 2013; Catellani et al., 2016; Chen & Chung, 2016; Chen & Chung, 2017; Cottan-Nir, 2019; Cottan-Nir & Lehman-Wilzig, 2018; Erdoğmuş & Esen, 2018; Fetscherin, 2015; Friel & Duboff, 2009; Takács et al., 2018; Mudambi et al., 2019; Scheidt et al., 2018; Treadway et al., 2009; Wade et al., 2006 |
| Executives | --- | --- | Karaduman, 2013; Schlosser et al., 2017 |
| Leaders | --- | --- | Manurung, 2015; Nolan, 2015; Uymaz, 2016 |
| Entrepreneurs | --- | Martha Stewart (Fournier, 2010; Murphy, 2010) | Ekhlasi et al., 2015; Raftari & Amiri, 2014; Razeghi et al., 2016; Sweeney et al., 2018; Thompson-Whiteside et al., 2018 |
| Owner-manager | --- | --- | Resnick et al., 2016 |
| **Content creators** | Journalists | --- | --- | Bossio & Sacco, 2017; Brems et al., 2017; Bruns, 2012; Canter, 2015; Carpenter et al., 2017; Hanusch, 2018; Hanusch & Bruns, 2017; Hedman, 2015; Hedman & Djerf-Pierre, 2013; Holton & Molyneux, 2017; Jukes, 2019; Molyneux, 2015; Molyneux, 2019; Molyneux & Holton, 2015; Molyneux et al., 2018; Molyneux et al., 2019; Olausson, 2017; Olausson, 2018; Ottovordemgentschenfelde, 2017; Schultz & Sheffer, 2012; Van Hove et al., 2018; Zeng & Song, 2018 |
| Authors | --- | Elizabeth Gilbert (Johns & English, 2016) | Bremner & Phung, 2015; Corrigan, 2015; Makkai, 2016 |
| Influencers | --- | Kim Kardashian (Harvey, 2018) | Khamis et al., 2017 |
| Bloggers | --- | --- | Ahmad et al., 2013; Archer, 2019; Bronstein, 2013; Delisle & Parmentier, 2016; Draper & McDonnell, 2018; Duffy, 2015; Duffy & Hund, 2015; Erz & Christensen, 2018; Hendrawan &Nahdiah, 2019; Kretz & De Valck, 2010; Liu & Suh, 2017; McFadden, 2018; Pihl, 2013; Safitri, 2017; Van Nuenen, 2016; Wang et al., 2015 |
| YouTubers | --- | Jenna Marbles (Maguire, 2015) | Chen, 2013; Harrington, 2019; Lovelock, 2017; Smith, 2014; Tarnovskaya, 2017 |
| Vloggers | --- | Bubz (García-Rapp & Roca-Cuberes, 2017)  Zoe Sugg (Berryman & Kavka, 2017) | Berryman & Kavka, 2017; Pahwa, 2019 |

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