**Dualities of dementia illness narratives and their role in a narrative economies**

This article highlights the value of people’s stories about what it is like to live with dementia. There are a growing number of people, particularly those in the early stages of dementia, who are being asked to tell their stories and share their experiences about living with the condition. You can find these personal accounts represented in charitable campaigns, public policy and various forms of media; they play an important role in shaping the way in which dementia is understood, treated and cared for within institutions and amongst communities. This paper draws on a set of interviews with people living with dementia and their family members, who act as representatives of those affected by dementia by advising researchers, informing service provision or talking or writing about their experience for the public. In studying their stories we find that while these provide highly personal accounts, they also reflect the role participants occupy as a representative voice for a community of people, for whom there might be a shared, collective understanding of what it means to live with dementia. As part of this dual role, our interview participants actively resisted associations with dementia that can be stigmatising for those living with the condition.