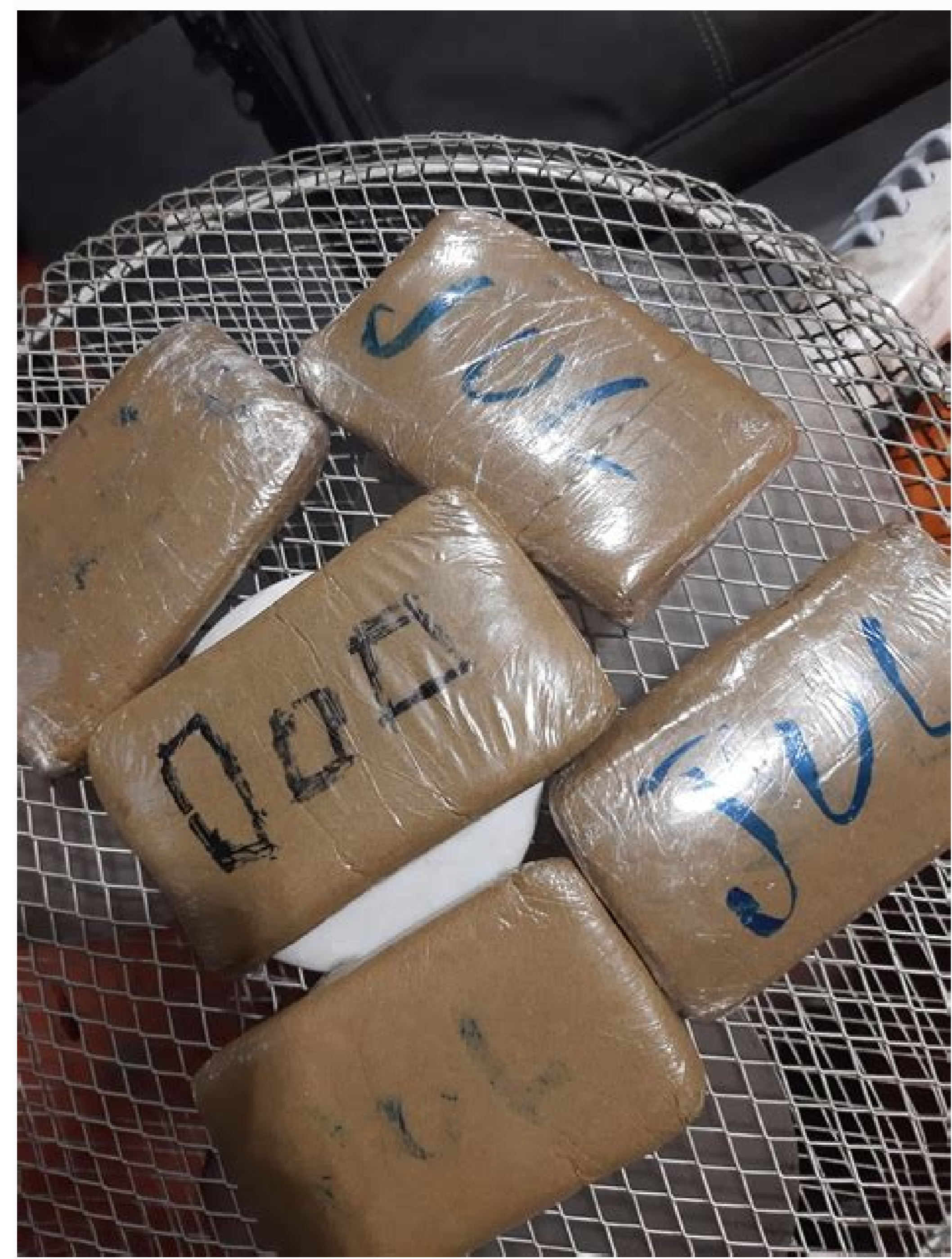
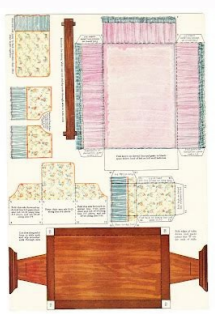


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Philip Kotler is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management. He has been honored as one of the world's leading marketing thinkers. He received his M.A. degree in economics (1953) from the University of Chicago and his Ph.D. degree in economics (1956) from the Massachusetts Institute of Technology (M.I.T.), and has received honorary degrees from twenty-one foreign universities. He is the author of over 57 books and over one hundred and fifty articles. He has been a consultant to IBM, General Electric, Sony, AT&T, Bank of America, Merck, Motorola, Ford, and others. The Financial Times included him in its list of the top 10 business thinkers. They cited his Marketing Management book as one of the 50 best business books of all times. More is available on www.pkotler.org. Philip KOTLER is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is the author of Marketing Management (Prentice Hall), now in its twelfth edition and the world's most widely used marketing textbook in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the Journal of Marketing. Professor Kotler was named the first recipient of two major awards: the Distinguished Marketing Educator of the Year Award given by the American Marketing Association and the Philip Kotler Award for Excellence in Health Care Marketing presented by the Academy for Health Care Services Marketing. His numerous other major honors include the Sales and Marketing Executives International Marketing Educator of the Year Award; The European Association of Marketing Consultants and Trainers Marketing Excellence Award; the Charles Coolidge Parlin Marketing Research Award, and the Paul D. Converse Award, given by the American Marketing Association to honor "outstanding contributions to science in marketing." In a recent Financial Times poll of 1,000 senior executives across the world, Professor Kotler was ranked as the fourth "most influential business writer/guru" of the twenty-first century. Dr. Kotler has served as chairman of the College of Marketing of the Institute of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute. He has consulted with many major U.S. and international companies in the areas of marketing strategy and planning, marketing organization, and international marketing. He has traveled extensively throughout Europe, Asia, and South America, advising companies and governments about global marketing practices and opportunities. Gary ARMSTRONG is the Crist W. Blackwell Distinguished Professor of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He holds undergraduate and master's degrees in business from Wayne State University in Detroit, and he received his Ph.D. in marketing from Northwestern University. Dr. Armstrong has contributed numerous articles to leading business journals. As a consultant and researcher, he has worked with many companies on marketing research, sales management, and marketing strategy. But Professor Armstrong's first love is teaching. His Blackwell Distinguished Professorship is the only permanent endowed professorship for distinguished undergraduate teaching at the University of North Carolina at Chapel Hill. He has been very active in the teaching and administration of Kenan-Flagler's undergraduate program. His administrative posts have included Chair of Marketing, Associate Director of the Undergraduate Business Program, Director of the Business Honors Program, and many others. He works closely with business student groups and has received several campuswide and Business School teaching awards. He is the only repeat recipient of school's highly regarded Award for Excellence in Undergraduate Teaching, which he has received three times. Professor Armstrong recently received the UNC Board of Governors Award for Excellence in Teaching, the highest teaching honor bestowed by the sixteen-campus University of North Carolina system. Swhee Hoon ANG is an Associate Professor at the NUS Business School, National University of Singapore. She received her Ph.D. from the University of British Columbia. She was a Visiting Professor at the University of California, Berkeley, Helsinki School of Economics and Business Administration, and the China-Europe International Business School. She is also a co-author of Surviving the New Millennium and Principles of Marketing: An Asian Casebook. In addition, she has written numerous articles for journals and conferences, including Journal of Advertising, Marketing Letters, Long Range Planning, Journal of Business Ethics, Psychology & Marketing, and Journal of Cross-Cultural Psychology. Her research and teaching interests are in Asian advertising and consumer behavior. She has consulted for such companies as Glaxo-Wellcome Pharmaceuticals, Johnson & Johnson Medical, Nokia, and PSA Corporation. Siew Meng LEONG is a Professor at the NUS Business School, National University of Singapore. He received his MBA and Ph.D. from the University of Wisconsin, Madison. He is a co-author of Marketing in the New Asia and Strategic Marketing Cases for 21st Century Asia. He has published in Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of International Business Studies, Marketing Letters, and other international journals and conference proceedings. His research focuses on consumer behavior, sales management, and marketing research. Professor Leong is editor of the Asian Journal of Marketing, an advisory board member of Behavioral Marketing Abstracts, and an editorial board member of International Journal of Research in Marketing, Academy of Marketing Science Review, and Journal of Marketing Communications. He was an advisory council member of the Association for Consumer Research and now serves on the Academic Standards Council of u21 Pedagogica. He has consulted for such clients as Citibank, DuPont, Philips, and Singapore Pools. Chin Tiong TAN is Provost at the Singapore Management University. He received his Ph.D. from Pennsylvania State University. He has taught at the Helsinki School of Economics and Business Administration and the University of Witwatersrand, and was a Visiting Scholar at the Stanford Business School. He is a co-author of Asia's Tao of Business and New Asian Emperors. He has published in Journal of Consumer Research, Journal of International Business Studies, Journal of Business and Industrial Marketing, International Marketing Review, European Journal of Marketing, and other international journals and conference proceedings. Professor Tan sits on the boards of several companies and committees of government agencies. He is academic advisor to the Singapore Airlines' Management Development Center, and has consulted for companies like Acer Computer, Altron Group, Inchcape, and Singapore Telecom. Oliver Hon-Ming YAU is Chair Professor of Marketing and Director of the Unit for Chinese Management Development, Department of Marketing, Faculty of Business at the City University of Hong Kong (CityU). He holds a B.B.A. degree with honours and an MBA degree from the Chinese University of Hong Kong, an International Teacher's Certificate from CESA (now HEC), France, and a Ph.D. degree in Marketing from the Management Centre, Bradford University, England. Yau has held teaching and research positions in four continents, including South America, Australia, Europe and Asia. Before he joined CityU, he was with the Chinese University of Hong Kong, University of Queensland, and the University of Southern Queensland, Australia. He was appointed as a visiting or consulting professor by more than ten major universities in Mainland China, Australia, Taiwan, and England.



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