



## Global Marketing (8th Edition)

By Warren J. Keegan, Mark C. Green

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### Editorial Review

#### About the Author

"Dr. Warren J. Keegan." Dr. Keegan is Distinguished Professor of Marketing and International Business and Director of the Institute for Global Business Strategy at the Lubin School of Business, Pace University, New York City and Westchester. He is Visiting University Professor, Cranfield School of Management (UK), CEIBS (China European International Business School) Shanghai, the Wharton School, University of Pennsylvania Executive Programs, and ESSEC, Cergy - Pontoise (France). He is the founder of Warren Keegan Associates, Inc., a consulting consortium of experts in global strategic management and marketing and Keegan & Company LLP, a firm specializing in litigation support. The firm is affiliated with MarkPlus, the leading marketing consulting firm of Indonesia.

Dr. Keegan is the author of many books. His text, "Global Marketing Management," Seventh Edition (2002, Prentice Hall, Inc.) is recognized as the leading Global Marketing text for M.B.A. courses around the world. His other books include "Offensive Marketing" (2004), "Global Marketing," Third Edition (2003, Prentice Hall), "Marketing Plans That Work," Second Edition (2002, Butterworth-Heinemann), "Marketing," Second Edition (1995, Prentice Hall), "Marketing Sans Frontieres" (1994, InterEditions), "Advertising Worldwide" (1991, Prentice Hall), and "Judgments, Choices and Decisions" (1984, Wiley). He has published in leading business journals including the "Harvard Business Review, Journal of Marketing, Journal of International Business Studies, Administrative Science Quarterly," and the "Columbia Journal of World Business."

He is a former MIT Fellow in Africa where he served as Assistant Secretary, Ministry of Development Planning and Secretary of the Economic Development Commission for the Government of Tanzania. He was a consultant with Boston Consulting Group and Arthur D. Little, and Chairman of Douglas A. Edwards, a New York corporate real estate firm.

Dr. Keegan holds an M.B.A. and doctorate from the Harvard Business School. He has been a visiting professor at New York University, INSEAD (France), IMD (Switzerland), The Stockholm School of Economics, Emmanuel College of Cambridge University, and at the University of Hawaii. He is a former faculty member of Columbia Business School, Baruch College, and The School of Government and Business Administration of The George Washington University.

He is a Lifetime Fellow of the Academy of International Business, Individual Eminent Person (IEP) Appointed by Asian Global Business Leaders Society (other awardees include: Noel Tichy, Rosabeth Moss Kanter, and Gary Wendt). His biography is listed in "Marquis Who's Who in America." He is a member of the International Advisory Board of Ecole des Hautes Etudes Commerciales (HEC), Montreal; the Editorial Advisory Board, Cranfield School of Management; and Financial Times Management Monograph Series and is a current or former director of The S.M. Stoller Company, Inc., The Cooper Companies, Inc. (NYSE), InterAd, Inc., American Thermal Corporation, Inc., Halfway Houses of Westchester, Inc., Wainwright House, and The Rye Arts Center.

"Dr. Mark C. Green." Dr. Green is Professor of Management and Marketing at Simpson College in Indianola, Iowa, where he teaches courses in management, marketing, advertising, international marketing, innovation, and Russian language. He earned his B.A. degree in Russian literature from Lawrence University, M.A. and Ph.D. degrees in Russian linguistics from Cornell University and an M.B.A. degree in marketing management from Syracuse University.

In addition to co-authoring "Global Marketing," Fourth Edition with Warren Keegan, Dr. Green has also contributed case studies and chapter materials to several other textbooks published by Prentice Hall. These include: "Advertising Principles and Practices," Fourth Edition, by William Wells, John Burnett, and Sandra Moriarty (1997); "Behavior in Organizations," Sixth Edition, by Jerald Greenberg and Robert Baron (1996); "Business," Fourth Edition, by Ricky Griffin and Ronald Ebert (1995); and "Principles of Marketing" by Warren Keegan, Sandra Moriarty, and Thomas Duncan (1992). Dr. Green has also written essays on technology and global business that have appeared in the "Des Moines Register" and other newspapers.

Dr. Green has traveled to the former Soviet Union on numerous occasions. In 1995 and 1996, he participated in a grant project funded by the U.S. Agency for International Development (USAID) and presented marketing seminars to audiences in Nizhny Novgorod. In addition, Dr. Green has served as a consultant to several Iowa organizations that have business and cultural ties with Russia and other former Soviet republics. Dr. Green has lectured in Russia and Ukraine on topics relating to emerging market economies. His 1992 monograph, "Developing the Russian Market" in the 1990s, received an award from the Iowa-based International Network on Trade.

In 1997, Dr. Green was the recipient of Simpson College's Distinguished Research and Writing Award. Dr. Green also received the 1995 Distinguished Teaching Award for senior faculty. In 1990, he was the recipient of Simpson's Excellence in Teaching Award for junior faculty. He also received the 1988 Outstanding Faculty of the Year awarded by the Alpha Sigma Lambda adult student honorary at Simpson College.

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