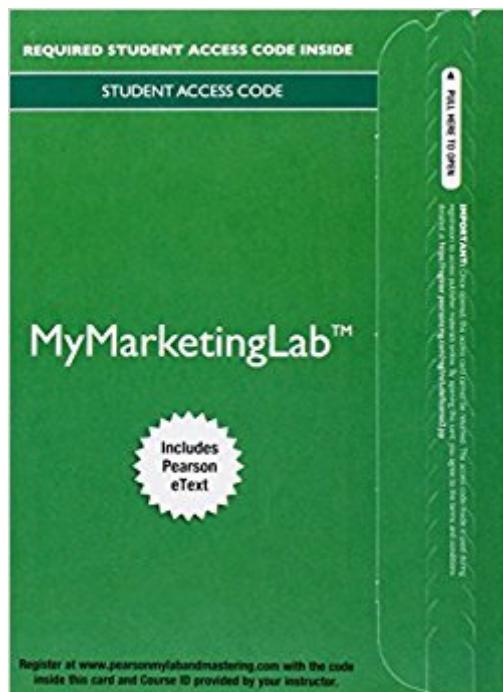


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"Dr. Warren J. Keegan." Dr. Keegan is Distinguished Professor of Marketing and International Business and Director of the Institute for Global Business Strategy at the Lubin School of Business, Pace University, New York City and Westchester. He is 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

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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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