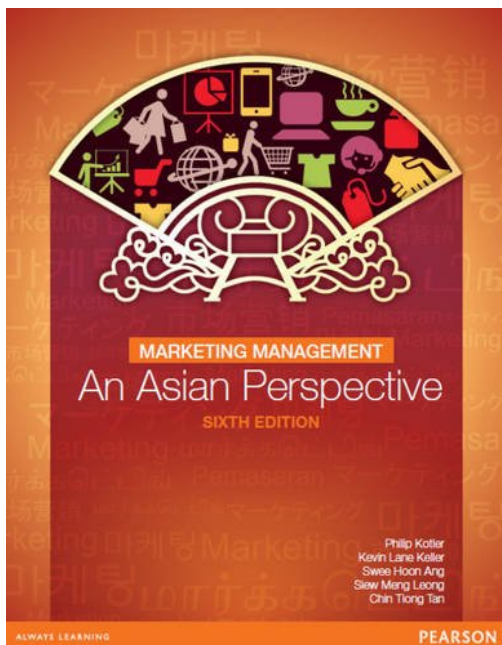


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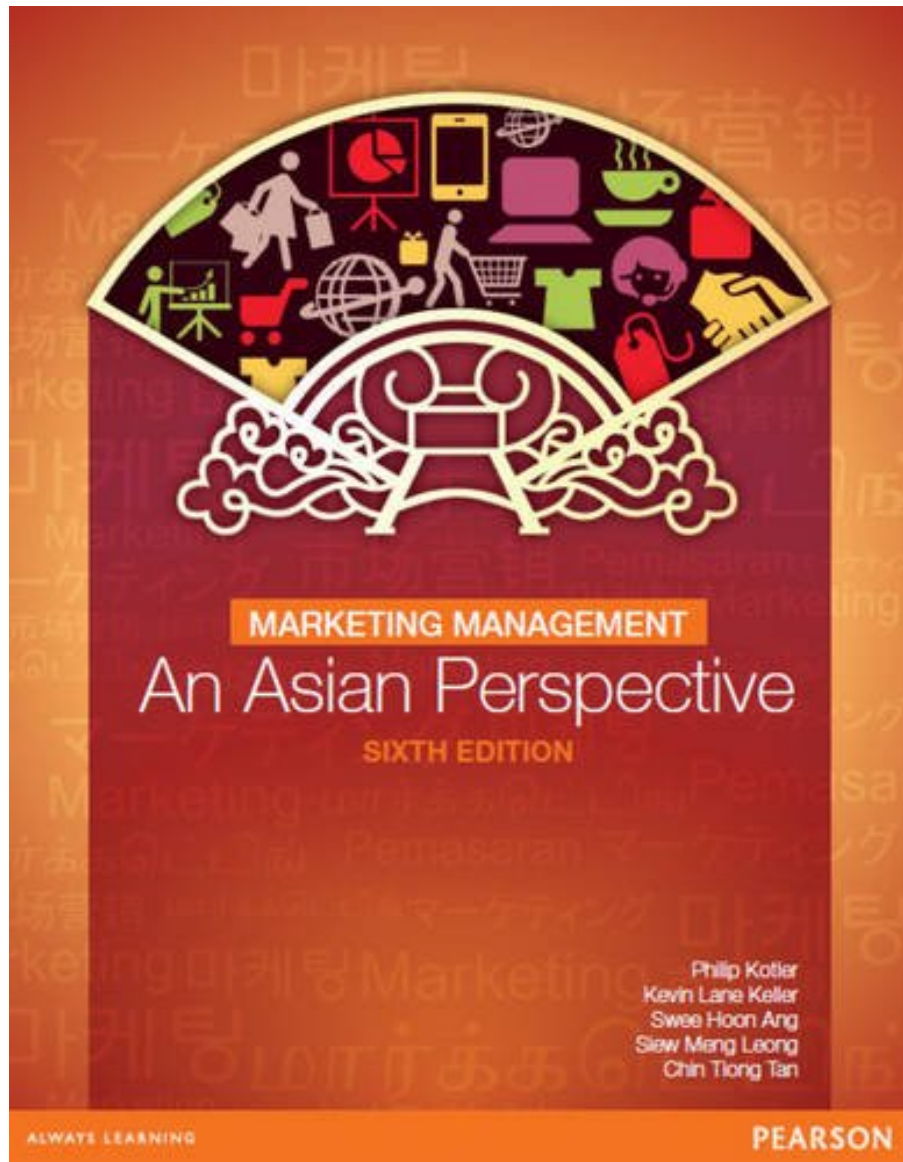
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About the Author

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 M.A. from the University of Chicago and his Ph.D. from the Massachusetts Institute of Technology. He is the author of over 20 books, including *Principles of Marketing*, *Marketing: An Introduction*, and *Strategic Marketing for Nonprofit Organizations*. He has contributed over 100 articles to leading journals, including *Harvard Business Review*, *Sloan Management Review*, *Management Science*, *Journal of Marketing Research*, and *California Management Review*. He is the only three-time winner of the Alpha Kappa Psi award for the best annual article published in the *Journal of Marketing*. Professor Kotler has also received the Paul D. Converse Award, Distinguished Marketing Educator Award, and Charles Coolidge Parlin Award. He has served as chair of the College of Marketing of The Institution of Management Sciences, a director of the American Marketing Association, and a trustee of the Marketing Science Institute. He has consulted for such major companies as AT&T, Bank of America, Ford, General Electric, and IBM. KEVIN LANE KELLER is the E. B. Osborn Professor of Marketing at the Tuck School of Business, Dartmouth College. He has degrees from Cornell, Carnegie-Mellon, and Duke universities. Previously, he was on the marketing faculty of the Graduate School of Business, Stanford University, the University of California at Berkeley, and the University of North Carolina at Chapel Hill. He was also Visiting Professor at Duke University and the Australian Graduate School of Management. His widely-cited research on branding has been published in the *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Consumer Research*. He has also served on the editorial boards of these journals and has received numerous research awards from his over 50 publications. He is author of *Strategic Brand Management*. He is also an academic trustee for the Marketing Science Institute. Professor Keller has consulted for such leading businesses as Accenture, American Express, Bank of America, Disney, Intel, Levi Strauss, Kodak, Shell, and Unilever. SWEE 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 *Principles of Marketing: An Asian Perspective*. In addition, she

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