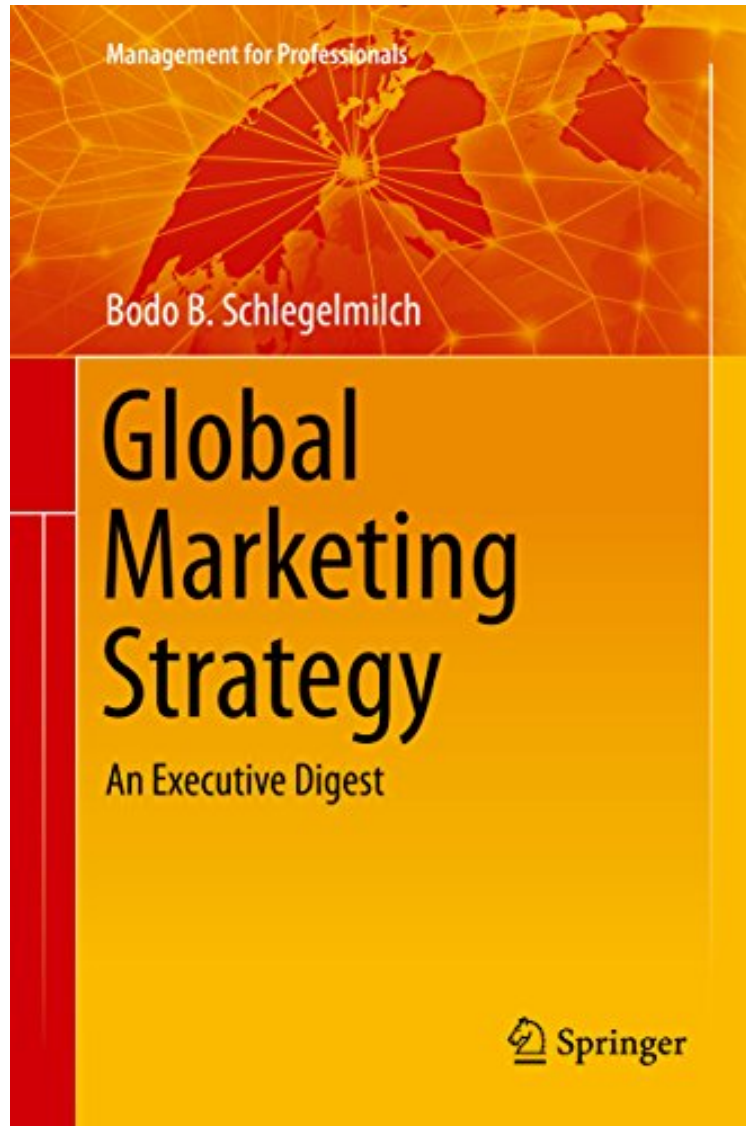


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About the Author Professor Bodo B. Schlegelmilch is Dean of the WU Executive Academy and Chair of the Institute for International Marketing Management at WU Vienna. Previously, he held professorships in the USA and the UK and also worked for Deutsche Bank and Procter Gamble. He has taught global marketing strategy in MBA and Executive Programs for major multinationals across the world, and has published a variety of books and academic papers in journals such as the Strategic Management Journal, Journal of International Business Studies and Journal of World Business. He also was the first ever European Editor-in-Chief of the Journal of International Marketing.