ABOUT THE AUTHOR



Svend Hollensen is an Associate Professor of International Marketing at the University of Southern Denmark (Department of Border Region Studies). Furthermore he is a visiting professor at London Metropolitan University. He holds an MSc (Business Administration) from Aarhus Business School. He has practical experience from a job as International Marketing Coordinator in a large Danish multinational enterprise as well as from being International Marketing Manager in a company producing agricultural machinery.

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He has published articles in journals and is the author of several marketing textbooks. Among others he is the author of *Global Marketing*, published by Financial Times-Prentice Hall and now in its fifth edition (published June 2010). It has been translated into Russian and Chinese. An Indian edition (co-authored with Madhumita Banerjee) came out in September 2009 and a Spanish edition (co-authored with Jesus Arteaga) is expected to come out in 2010.

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