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Gary Armstrong is Professor and Chair of Marketing in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He received his PhD in marketing from Northwestern University. Dr Armstrong has contributed numerous articles to leading research journals and consulted with many companies on marketing strategy; however, his first love is teaching. He has been very active in Kenan-Flagler’s undergraduate business programme and he has received several campus-wide and business schools teaching awards. In 2004, Dr Armstrong received for the fourth time the UNC Board of Governors Award for Excellence in Teaching, the highest teaching honour bestowed at the University of North Carolina at Chapel Hill.