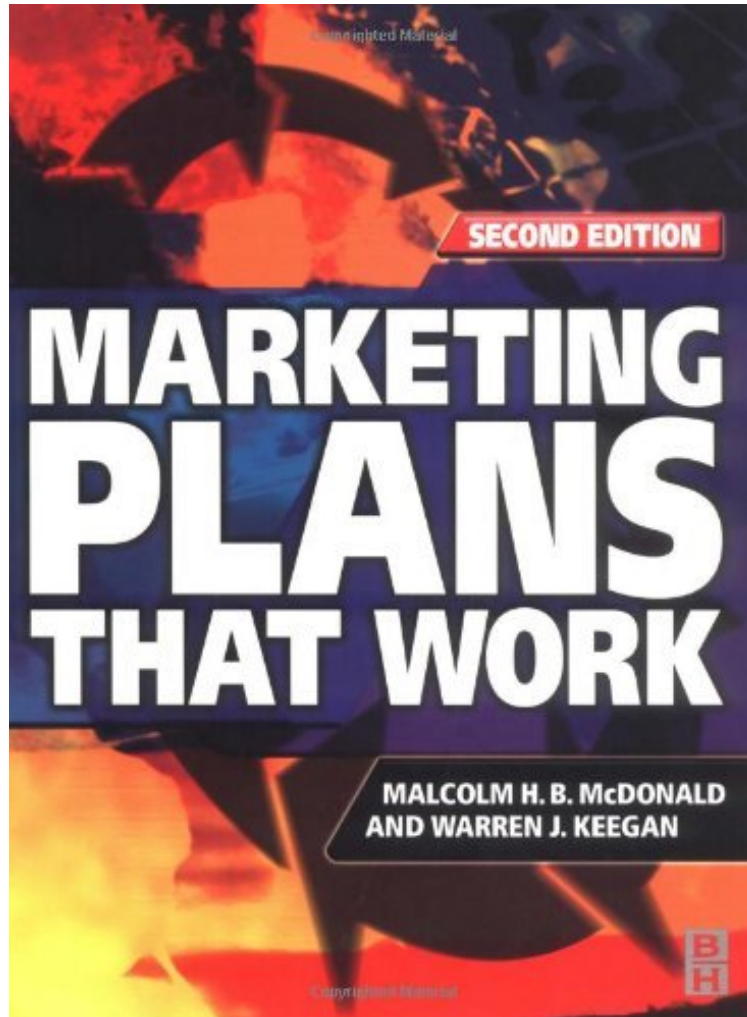


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Marketing Plans That Work

Malcolm McDonald, Warren Keegan
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About the Author MA(Oxon), MSc, PhD, D.Litt. FCIM FRSA, until recently was Professor of Marketing and Deputy Director Cranfield School of Management, with special responsibility for E-business. Malcolm is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has an Honorary Doctorate from Bradford University. Malcolm has extensive industrial experience, including a number of years as Marketing Director of Canada Dry. Professor of marketing and international business at Pace University's Lubin School of Business in New York, where he also serves as the director of the Center for Global Business Strategy. Dr. Keegan is the president of Warren Keegan Associates, Inc., a firm that focuses on marketing and global strategic management.