About the Contributors

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**Madhupa Bakshi** has over 18 years of experience in academics and industry in the field of media and communications both in India and abroad. Currently is Associate Professor and Head of Marketing Communications at NSHM Media department. She did her MA in History at Calcutta University and Masters in Mass Communication from California State University and after that is pursuing her PhD from Aligarh Muslim University. She received a Post Graduate diploma in Management from All India Management Association. Ms. Bakshi’s interest area is media, branding, and advertising, and she has presented papers on Media and Management at major International conferences. She is also a visiting faculty at Lady Brabourne College and IIM, Udaipur.

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**Carlyle Farrell** is an Associate Professor and Chair in the Global Management Studies Department at the Ted Rogers School of Business Management, Ryerson University. Professor Farrell teaches international marketing at the undergraduate and MBA levels and is a frequent media commentator on international business issues. Dr. Farrell’s current research focuses on the rise of Third World Multinationals and their foreign market expansion strategies. He is also actively conducting research in areas such as international channel management as well as trade and government export promotion policies. Dr. Farrell has published in a wide range of journals including the *Journal of Global Marketing*, the *Journal of African Business*, the *International Journal of Medical Marketing*, and the *Atlantic Economic Journal*. He has participated in numerous conferences including the 2008 *China Goes Global* Conference at Harvard University. Dr. Farrell has also co-authored the text: *Global Marketing: Foreign Entry, Market Development & Strategy Implementation* published in 2009 by Nelson Education. He has over 15 years of private sector experience as an international management consultant and senior executive. Dr.
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