About the Contributors

Bryan Christiansen holds a Bachelors in Marketing from the University of the State of New York and an MBA from Capella University. In 2013, he will complete his Doctor of Business Administration (DBA) in International Business at Walden University. Since 2004, he has served as the Chairman of PryMarke, LLC, a Business Analytics and Management Consultancy in Michigan, USA. He also served as an Adjunct Business Professor since 2003 at Capella University and Ellis University (formerly Ellis College of New York Institute of Technology) in the USA and Gumushane University in Turkey. Born in Washington, DC and raised in Asia, Christiansen is fluent in Chinese, Japanese, Spanish, and Turkish and has traveled to 40 countries during his 28-year business career. Bryan is an avid writer on the subjects of business and education. He currently resides in Istanbul, Turkey where he conducts research for future books on these topics.

Joyce Koeman (PhD) is a tenure-track Professor at the Institute for Media Studies (KU Leuven, Belgium) where she obtained her doctorate in 2011. Her doctoral research examined the role of ethnic-cultural differences in advertising perception among majority and minority youth. Her research primarily focuses on the ways minorities interact with media. She is especially interested in media portrayals of ethnic minorities in Dutch and Flemish newspapers, television programs, and advertising. Koeman’s research has been published in numerous international journals, including Communications: The European Journal of Communication Research and New Media & Society. Her current research interests include diversity policies and ethic communication in both international business and non-profit organizations. She is specifically interested in exploring the innovation of media and communication strategies targeting a range of disadvantaged groups.

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