About the Contributors

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in the U.S. Architecture, Design and Building Industries. Professor Dyer helped design and deliver a new executive training seminar at the World Bank Headquarters on the topic of Internal Marketing of Information Systems products and services. Previously, he has done executive development for organizations such as the World Bank, IBM, Lockheed-Martin, Electrolux, U.S. Postal Service Management Academy, Volvo Penta, and the U.S. General Accounting Office. Administratively, Prof. Dyer has held a number of management positions at GWU and in professional associations as a volunteer. At GWU he has served as Marketing Program Director, Associate Dean for Graduate Programs, Senior Associate Dean, and Director of the Executive MBA Program. He led faculty task forces to create the GW Exec MBA, the Full Time MBA, and the Accelerated MBA program. He also launched the GW International MBA Case Competition held in Washington, D.C. each spring inviting leading MBA programs from the U.S. and abroad to an event featuring case presentations on a leading nonprofit organization, such as Habitat for Humanity, International and the International Olympic Committee. Dr. Dyer is a past president of the Washington, D.C. Chapter of the American Marketing Association. He also was an AMA National Board member and was an AMA Vice President, heading the Collegiate Activities Divisions. His research publications have focused on marketing and public policy, marketing decision support systems, and customer relationship management.

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Marilyn Liebrenz-Himes is an Associate Professor of Global Marketing, in the Department of Marketing, School of Business at The George Washington University, in Washington, D.C. She received her Ph.D. in Business Administration, with a focus on Marketing and International Business from Michigan State University in 1980. Dr. Liebrenz-Himes, along with Dr. Dyer, was the recipient of a major grant to study Customer Relationship Management in the U.S. Architecture, Design and Building Industries. The grant process led to a number of industry conference and trade publications connected to the Society for Marketing Professional Services. Dr. Liebrenz-Himes has conducted numerous seminars on management and marketing techniques from supervisory level through upper level management. She has taught courses in Marketing Management, Marketing Strategy, International Marketing, Services Marketing, and, International Business. She has been a visiting professor at universities in China, France, and Vietnam. She has written prolifically on topics in marketing and international business, including her books, Technology Transfer to Eastern Europe, and International Business, and has been listed in Who’s Who of American Women and the World’s Who of Women.

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Anthony S. White graduated as an Aeronautical Engineer, and spent some time working for Rolls Royce and Hawker Siddeley Dynamics. He has also qualifications in Geophysics and Astrophysics having investigated Seismic waves from Nuclear explosions and Lunar quakes. Much of his teaching career has been concerned with the development of Mechatronics and Robotics. Professor White was Dean of the School of Engineering Systems at Middlesex from 1997 to 2002. Since joining the Computing school (now EIS) Professor White has concentrated on research into supply chains. He has also extensive experience of Quality systems having implemented ISO9000 in a medium size company and run short courses for senior managers in JIT, QFD and Kaizan.