About the Contributors

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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’s Who of Women.

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E. Shehab is a Senior Lecturer at Cranfield University. He has contributed heavily in establishing Cranfield as one of the centres of excellence in Cost Engineering and knowledge-based decision support systems. He has developed new research areas in the application of Knowledge Management to product and service design. Dr Shehab has published over 100 journal and conference papers and edited two books. He has successfully completed the supervision of more than 60 PhD/MSc Theses and one Knowledge Transfer Partnership (KTP) project. He is currently supervising 17 PhD/EngD researchers jointly with other colleagues. He has secured over 50 research projects from Government grants (UK, EU and overseas) and industry. He is the Principal Investigator of a € 12 million EU-FP7 project with other partners including IBM and three EPSRC/EngD research projects with Rolls-Royce. He is the co-investigator of five research EPSRC/IMRC projects in the area of product-service systems and one EU project on lean product and process development. Rolls-Royce and Airbus are main sponsors of Dr
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