

## About the author

**Svend Hollensen** is an Associate Professor of International Marketing at University of Southern Denmark. He holds an MSc (Business Administration) from Aarhus Business School. He has practical experience from a job as International Marketing Coordinator in a large Danish multinational enterprise as well as from being International Marketing Manager in a company producing agricultural machinery.

After working in industry Svend received his PhD in 1992 from Copenhagen Business School.

He has published articles in journals and is the author of two case books that focus on general marketing and international marketing (published by Copenhagen Business School Press).

With Pearson Education he has published *Marketing Management – A Relationship Approach* (a second edition is planned for 2008) as well as *Marketing Research – An International Approach* (May 2006), together with Marcus Schmidt.

Svend has also worked as a business consultant for several multinational companies, as well as global organizations such as the World Bank.



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