



GILBERT D. HARRELL

Gilbert D. Harrell, Ph.D., is Professor of Marketing, Eli Broad College of Business and Graduate School of Management, Michigan State University. Professor Harrell is featured by Business Week as one of the top American educators in leading business schools. He has received the John D. and Dortha Withrow Award, as the top teacher/scholar in the Broad School; the Phi Chi Theta Professor of the Year Award; and, the Golden Key National Honor Society Teaching Excellence Award, as the top teacher at Michigan State University. His activities include the Undergraduate, MBA, Executive MBA and Ph.D. programs, where over 30,000 students have taken his classes. His teaching, research, and consulting activities focus on competitive advantage; building business value; customer value management; consumer loyalty; and strategic business, marketing and sales planning systems.

Dr. Harrell's recent book, *Marketing: Connecting With Customers*, 12 e, Chicago Education Press, focuses on examples of sustainability in action. He has published several books and editions. His other books include Consumer Behavior, Harcourt Brace and Jovanovich; Strategic Planning, Simon & Schuster, and others. His publications have appeared in many journals, including *The Journal of Long Range Planning*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Affairs*, *Journal of Industrial Marketing Management*, *Journal of Consumer Satisfaction*, *Journal of Services Marketing*, *Journal of Retailing*, *Business Topics*, *Journal of Logistics Information Management*, *Journal of Advertising*, *Journal of Health Care Marketing*, *Journal of International Marketing*, *Journal of the Academy of Marketing Science*, and others. He has been or is a member of the University Graduate Council, the University Graduate Professional Judiciary, the University Automotive Industry Advisory Board, Chairperson of the Committee on Executive Development, and others. He is on the Sparrow Health System SDI Board. Dr. Harrell's doctorate degree is from Pennsylvania State University, where he was elected to the Phi Kappa Phi Honorary and the American Marketing Association Consortium. Both his Bachelor's and Master's degrees are from Michigan State University.

Professor Harrell has consulted in over 20 countries and has received wide acclaim from his clients as a leading strategist, motivational speaker, and advisor. He is very active in MSU Executive Development Programs. Dr. Harrell has developed strategic business and marketing systems for many Fortune 500 and mid-size organizations. His clients include ARAMARK, Dow Chemical Company, General Motors, Michigan Biotech International, Eastman Kodak, Asea Brown Boveri, Westinghouse, Cutler Hammer, AAR, Masco, Delta, Sparrow Health Systems, United Parcel Services, Brunswick Corporation, North American Van Lines, Electronic Data Systems, Michigan State Police and others. Dr. Harrell is founder of Harrell & Associates, Inc., a professional consulting group, which specializes in strategy and planning services regarding strategic business, marketing, technology and sales.

He lives with his wife, Susanna, in Okemos, Michigan.