



GILBERT D. HARREL

Gilbert D. Harrell, Ph.D., is Professor of Marketing, Eli Broad College of Business and Graduate School of Management, Michigan State University. Professor Harrell 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. Business Week listed him as one of the best business school professors. His activities include the Undergraduate, MBA, Executive MBA and Ph.D. programs, where over 40,000 executives and students have taken his classes. He has had over 700 students on 20 study abroad programs to various international locations. 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 Foundations: Featuring IBM Watson 2014e, Chicago Education Press, 2014 brings perspective to marketing principles by showing how IBM and other companies are conducting contemporary marketing. He has published over 20 books and editions including Consumer Behavior, Harcourt Brace and Jovanovich, and others. He has received numerous Michigan State University Library recognitions for scholarly contributions to the Faculty Book Collection, the latest being in 2014. His research articles have appeared in several 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 Retailing*, *Business Topics*, *Journal of Logistics Information Management*, *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 Board of Directors for the Sparrow Health System Development 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 is a regular participant in the American Marketing Association Annual Educators Conferences, and he has received several citations for contributions to the Association. His most recent activity was the 2014 Educator's conference, where he was an active participant.

Professor Harrell has consulted in over 20 countries receiving 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 consulted for many Fortune 500 and mid-size organizations, including 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, Electronic Data Systems, and Michigan State Police.

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