

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 has received the John D. and Dortha J. Withrow Award, as a 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, at Michigan State University. Business Week listed him as one of the best business school professors in America. His activities include the Undergraduate, MBA, Executive MBA and Ph.D. programs, where over 60,000 executives and students have taken his classes. He has had over 1500 students on 35 education 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.

Professor Harrell's book, Marketing Foundations (2018e), Chicago Education Press discusses how leading-edge organizations use sound marketing actions to successfully innovate and compete globally. He has published several books and editions including Consumer Behavior, Harcourt Brace and Jovanovich, and others. He has received over 20 Michigan State University Library awards and recognitions for scholarly contributions. His research articles have appeared in top journals, including *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Affairs*, *Journal of Industrial Marketing Management*, *Journal of Services Marketing*, *Journal of Consumer Satisfaction*, *Business Topics*, *Journal of Logistics Information Management*, *Journal of Health Care Marketing*, *Journal of International Marketing*, *Journal of the Academy of Marketing Science*, *The Journal of Long Range Planning*, *Cornell Quarterly* and others. He has been a member on the University Faculty Senate, 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 has served on several Corporate Boards of Directors.

Professor Harrell has consulted in over 20 countries receiving wide acclaim from his clients as a leading strategist, motivational speaker, and advisor. Clients include ARAMARK, Dow Chemical Company, General Motors, Delphi Corporation, Michigan Biotech International, Eaton Corporation, American Axle and Manufacturing, Eastman Kodak, Asea Brown Boveri, Westinghouse, Cutler Hammer, AAR, Masco, Delta, Sparrow Health Systems, United Parcel Services, Brunswick Corporation, Electronic Data Systems, Michigan State Police and others.

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 Doctoral Consortium. Both his bachelor and MBA degrees are from Michigan State University.

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

Publications:

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