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Sak Onkvisit is a Professor of Marketing at San Jose University, California, USA. He has authored several books and has published in leading journals. An internationally known scholar, he has taught in several countries and has served as a Fulbright Senior Scholar and a Fulbright Senior Specialist.

John J. Shaw is Professor of Marketing and Director of the MBA Programme at Providence College, USA. His teaching and research interests include marketing management, international marketing, and consumer behaviour. He has co-authored over 80 papers in journals and conferences, as well as three books.

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