



# Dr. Jagdish N. Sheth

Professor of Marketing and Best-Selling Author



## CSA CELEBRITY SPEAKERS

Jagdish Sheth is a renowned scholar and world authority in the field of marketing. His insights on global competition, strategic thinking and customer relationship management are considered revolutionary. He is currently the Charles H. Kellstadt Chair of Marketing in the Goizueta Business School at Emory University and is one of only four Americans ever honoured with the Viktor Mataja Medal from the Austrian Research Society in Vienna for his contributions to advertising and consumer research.

**"Rated as one of the ten top marketing professors in the US"**

### In detail

A prolific author, Jagdish Sheth has published more than 200 books and research papers in different areas of marketing and business strategy. Many of these are considered classic references. Prior to his present position he was a distinguished faculty member at the University of Southern California, the University of Illinois, Columbia University and the Massachusetts Institute of Technology. He has received numerous awards and recognitions including the Richard D. Irwin Distinguished Marketing Educator Award and the Charles Coolidge Parlin Award which are the two highest awards given by the American Marketing Association.

### What he offers you

Jagdish Sheth's timely advice promises to aid business leaders looking to develop immediate and long-term strategies for improving their competitive position. His well-founded knowledge on strategic thinking, customer relationship management as well as his experience about how to do business in India and China is invaluable for businesses world-wide.

### How he presents

Prof. Sheth's speeches are thought-provoking and inspire his listeners to think differently and afresh.

### Topics

- Marketing
- Customer Satisfaction
- Global Competition
- Strategic Thinking
- Doing Business in and With India
- Chindia in the Global Context
- Future of Relationship Marketing

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2008

Chindia Rising: How China and India will Benefit Your Business

#### 2007

The Self-Destructive Habits of Good Companies: ...And How to Break Them

#### 2006

Firms of Endearment (with Rajendra Sisodia and David Wolfe)

#### 2003

Customer Behavior: A Managerial Perspective (with Banwari Mittal)

#### 2002

The Rule of Three: Surviving and Thriving in Competitive Markets (with Rajendra Sisodia)

#### 2001

ValueSpace: Winning the Battle for Market Leadership (with Banwari Mittal)

#### 1998

Customer Behavior: Consumer Behavior and Beyond (with Banwari Mittal)