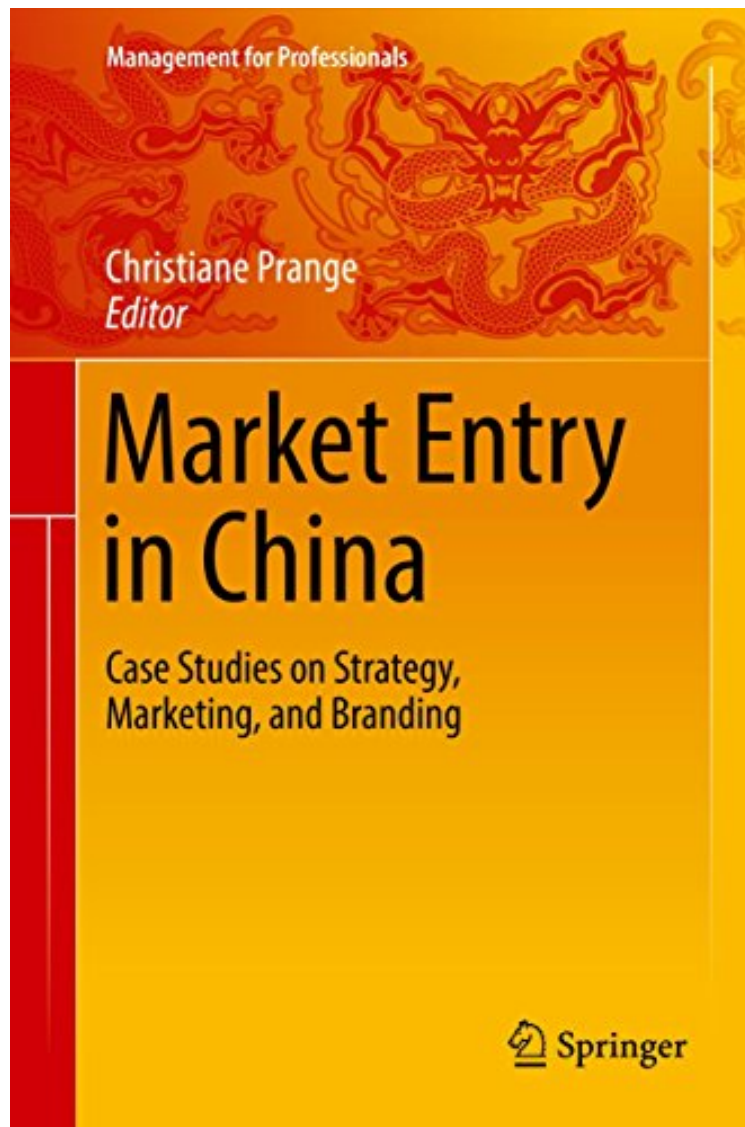


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About the Author Christiane Prangen is a Professor of Global Strategy and Marketing at Tongji University, China. She obtained her Ph.D. from Geneva University, Switzerland, and has lectured as a visiting professor in more than ten countries, including Austria, China, Malaysia, Russia, Romania and U.K. She has also consulted multinational companies on marketing and internationalization strategies, global innovation management, and agility. She has published five books and several journal articles, and has presented her work at major international conferences, including Strategic Management Society (SMS), Academy of Management (AOM), and Academy of International Business (AIB).