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PROFESSIONAL EXPERIENCE

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| since 1994 | Professor of Marketing & Management (livelong) & Director of the Institute of Marketing and Management, Leibniz University of Hannover / Leibniz University Hannover |
| Since 2005 | Guest Professor at Henley Business School, Henley University of Reading, UK, Marmara University Istanbul, Turkey - Belarus State Economic University - The School of Marketing, Minsk, Belarus - University of Manchester, Manchester Business School, Manchester, UK - Institut de Management - Université de Savoie, Annecy, France |
| 1991 - 1994 | Senior Lecturer / Assistant Professor, Chair for Economics and Marketing, University of Mannheim |
| 1984 - 1994 | Managing Director Institute for Strategic Leadership and Societal Marketing, ISUMA Consulting GmbH, Mannheim |
| 1979 - 1991 | Lecturer, Chair for Economics and Marketing, University of Mannheim |