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Hollensen is an Associate Professor of International Marketing at the University of Southern Denmark. He is the author of globally published textbooks and several articles in well-recognised journals.

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also worked as a consultant for several multinational companies, as well as global organizations like the World Bank. Marc Opresnik is a distinguished Professor of Marketing at the Technische Hochschule L ü beck as well as a Member of the Board of Directors at SGMI Management Institute

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