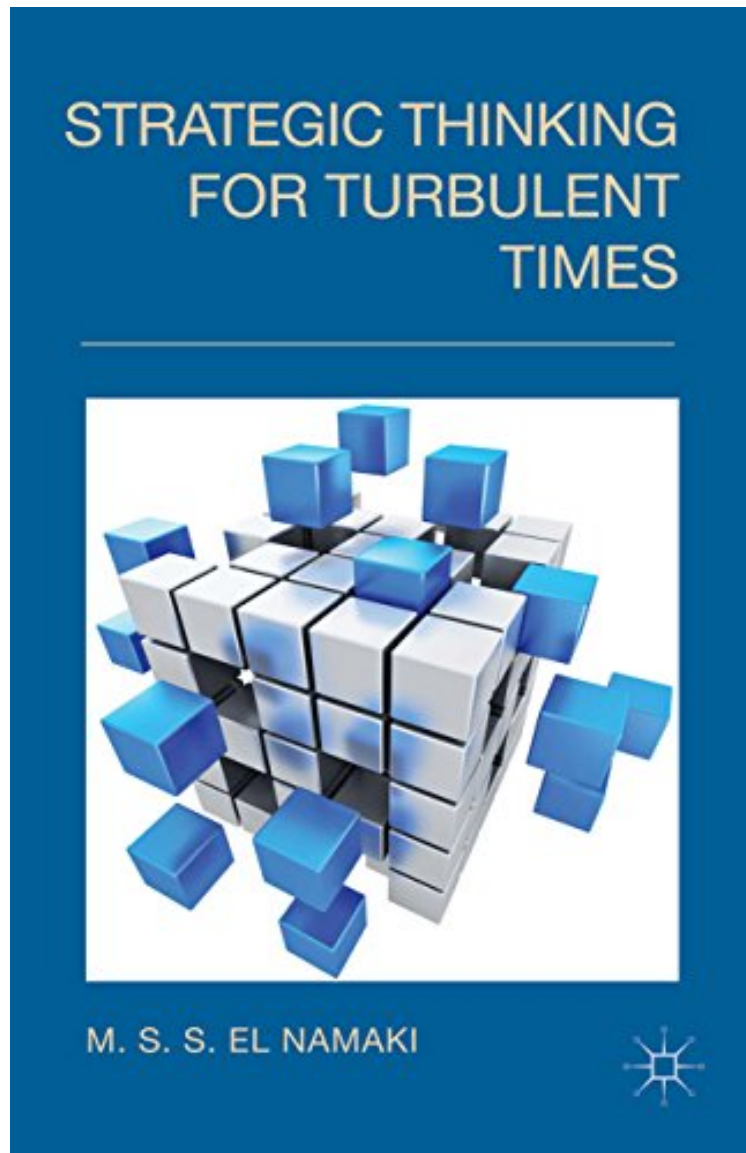


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About the Author Professor Dr M.S.S. El Namaki is Dean of the Victoria University of Switzerland. He has developed and introduced management degree programs (MBA, EMBA, DBA and PhD) at institutions in the Netherlands, China, Egypt, Brazil, Poland, Canada, Kazakhstan, Syria and Indonesia. Professor El Namaki has taught globally at such institutions as MSM (Maastricht), Kellogg (Chicago), Jiao Tong University (Shanghai), Beijing University (Beijing), AIT (Bangkok), Helsinki School of Economics, Sheffield University (UK) and several others. He assumed executive positions within Philips (Eindhoven), McKinsey (London and Dar es Salaam) and Time Inc. (Amsterdam). He has consulted and delivered executive seminars on a wide scale and his clients included Fortune 500 companies such as DuPont, Philips and Pepsi as well as landmark national corporations such as China Pacific Insurance Corporation CPIC (Shanghai), Eastern Tobacco (Egypt) and Abraaj (United Arab Emirates). He has published 6 books and more than 100 articles. He teaches and consults on strategic thinking, entrepreneurship and international business.