

## About the Authors

**Heidi Schultz** is an author, consultant, and adjunct lecturer at the Medill School of Journalism, Media, Integrated Marketing Communications. She is also Executive Vice President of Agora Inc, a global marketing, communication and branding consultancy based in Evanston Illinois. She has extensive experience in China, having lectured at numerous universities, executive education seminars, and industry events. Along with her husband, Don Schultz, she is the co-author of *IMC: The Next Generation*, and *Brand Babble*, both of which have been translated into Chinese, as well as other books and articles. She is the former publisher of CHICAGO magazine, and has worked with media organizations in both the US and China on developing strategic business plans. She holds a Bachelor's degree in Journalism from the University of Southern California, and a Master's degree from the Northwestern University Kellogg School of Business.

**Martin P. Block** is a Professor in the Integrated Marketing Communications Division of the Medill School at Northwestern University. He is currently sector head for Entertainment and Gaming. He teaches graduate level marketing research, sales promotion, advertising, and direct marketing courses. Previously, Martin was a Professor and Chairperson of the Department of Advertising at Michigan State University. Martin is co-author of *Analyzing Sales Promotion* (Dartnell, 1994), *Business-to-Business Market Research*, (Thomson, 2007). His recent chapter "Post Promotion Evaluation" appears in *The Power of Marketing at-Retail* (POPAl, 2013). He was also co-author of *Cable Advertising: New Ways to New Business* (Prentice-Hall,

1987). He has published in academic research journals and trade publications. He has been the principal investigator on several Federally funded research projects and has served as a consultant to the Federal Trade Commission (FTC).

**Don E. Schultz** is Professor (Emeritus-in-Service) of Integrated Marketing Communications at Northwestern University, Evanston, IL. He is also President of Agora, Inc., a global marketing, communication and branding consulting firm also headquartered in Chicago, IL. Schultz lectures, conducts seminars and conferences and consults on five continents. He is the author of twenty-seven books and over 150 trade, academic and professional articles. He is a featured columnist in *MARKETING NEWS* and was founding editor of *THE JOURNAL OF DIRECT MARKETING*. Schultz is recognized as a leading authority on new developments in marketing and communication and has helped develop the Integrated Marketing and Integrated Marketing Communication concepts around the world along with pioneering work in marketing accountability, branding, internal marketing and marketing metrics/ROI.

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