

**Ilan Alon** is Rollins College's Cornell Chair of International Business and Director of The China Center, and Harvard Kennedy School's Visiting Scholar & Asia Fellow. His recently published books on China include *Chinese Culture, Organizational Behavior and International Business Management* (Greenwood, 2003), *Chinese Economic Transition and International Marketing Strategy* (Greenwood, 2003), *Business and Management Education in China: Transition, Pedagogy and Training* (World Scientific, 2005), *The Globalization of Chinese Enterprises* (Palgrave MacMillan, 2008), and *Biographical Dictionary of New Chinese Entrepreneurs and Business Leaders* (Edward Elgar Publishing, 2009) (<http://tars.rollins.edu/olin/archives/alon/book.htm>), *China Rules* ([www.chinarules.org](http://www.chinarules.org)) (Palgrave MacMillan, 2009).

Dr Alon is a recipient of the Chinese Marketing Award, a dual award from the Tripod Marketing Association (China) and the Society for Marketing Advances (USA), and the prestigious Rollins College McKean Award for his work on education in China. He has taught courses in top Chinese MBA programs including Shanghai Jiao Tong University, Fudan University, East China University for Science and Technology and China Europe International Business School. He is also an international business consultant, with experience in China as well as other countries, and a featured speaker in many professional associations.