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Omar Toulan. Associate Professor Dipl me(s): PhD, Strategy & International Management, (with Julian Birkinshaw and David Arnold) Global Account Management

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David Arnold. David Arnold is and head of its International Marketing Management course. His book, The Handbook of Brand Management, has been published in ten

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David Arnold is an Adjunct Dr Arnold worked in London as an editor for Mitchell Beazley International; including The Handbook of Brand Management which

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Stats. Birth Name: David Arnold. Age: 53, born 23 January 1962. Country of origin: United Kingdom.

Relationship Status: Married. Partner: Ellie Pole

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David P. Arnold is currently a full professor in He is also the Director of the Center for International energy management,

<http://www.ese.upenn.edu/about-eese/events/seminars1415.php>

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Faculty List_CEIBS - China Europe International -

Seminar Series; Faculty global account management. Professor Arnold was previously Professor Global Markets and The Handbook of Brand Management,

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