About the editors

A Chinese native and graduate of Peking University and Southern Connecticut State University, **Wenxian Zhang** is Professor of Rollins College in Winter Park, FL, where he joined the faculty in 1995. He has published many articles on information studies, international librarianship, historical research, and Chinese business management. In addition, he has team-taught courses on Chinese history and culture and frequently taken students on field study trips to China.

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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 at Shanghai Jiao Tong University, Fudan University and China Europe International Business School among others. He is also an international business consultant, with experience in China as well as other countries, and is a featured speaker in many professional associations.