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Mohamed El-Fatatry is the founder and CEO of Muxlim Inc., an integrated media company and the world’s largest Muslim lifestyle network. Coming from a computer science background, Mohamed is the youngest business leader named among Chief Executive magazine’s ‘Leaders of Tomorrow’. Originally from Egypt and the UAE, Mohamed has been named the ‘Egyptian Technology Figure of the Year’. Recently he was also among 200 business leaders recognized by President Obama at his ‘Presidential Summit on Entrepreneurship’ and was named by Georgetown University and the Royal Islamic Strategic Studies Center among the world’s ‘500 Most Influential Muslims’ (2009 and 2010).
Mohamed Farid ElSahn is a Professor of Marketing at the University of Bahrain. He worked as a chairperson of the Business Administration department and Vice Dean of the Faculty of Commerce, Alexandria University, Egypt. He has been a Visiting Professor in a number of universities. His major area of research interest is services marketing. He has also published a number of research papers in fields such as market orientation, service quality, internal marketing, and relationship marketing. He has supervised many master’s and doctoral theses and participated in many consultation and training services for different organizations in the Arab region.

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Güliz Ger is Professor of Marketing at Bilkent University, Turkey. She has a PhD (1985) in Marketing from Northwestern University (USA), MBA (1977) from Middle East Technical University (Turkey), and BS (cum Laude) (1974) in Psychology from University of Illinois at Champaign-Urbana (USA). Ger has publications in journals such as the Journal of Consumer Research, California Management Review, Journal of Economic Psychology, Journal of Public Policy and Marketing, Journal of Material Culture, and volumes such as Time, Consumption and Everyday Life, Handbook of Qualitative Research Methods in Marketing, Clothing as Material Culture, The Why of Consumption, and Consumption in Marketizing Economies. She is currently working on consumption among immigrants, production and consumption of cultural products, historical foundations of consumer culture, and temporality and materiality of consumption practices.

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