



David Arnold

Course: Marketing Management, Marketing Analysis and Decision Making

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David Arnold is an active independent consultant and educator, and a former marketing professor at Harvard Business School. He now holds adjunct faculty positions at several business schools and works as a consultant with companies around the world. At Harvard, he was course head of the international marketing management course in the school's MBA program (1997-2002), served as head of the core marketing course, and participated in several of the school's executive programs. Previously, he was a faculty member and faculty team director at Ashridge Management College, U.K.

His major areas of expertise are international marketing, branding, and market analysis and strategy formulation. Publications on these topics have appeared in several journals, among them the *Harvard Business Review*, *Sloan Management Review*, and the *Journal of International Business Studies*. He is the author of *The Handbook of Brand Management*, published in ten languages. His most recent book, *The Mirage of Global Markets*, was published in 2003.