



**Masaaki "Mike" Kotabe**

The Washburn Chair Professor of International Business  
and Marketing  
The Fox School of Business  
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Dr. Kotabe teaches international marketing, global sourcing strategy (R&D, manufacturing, and marketing interfaces), and theories of international business. He is also Director of Research at the Institute of Global Management Studies at Temple University. Prior to joining Temple University in 1998, he was Ambassador Edward Clark Centennial Endowed Fellow and Professor of Marketing and International Business at the University of Texas at Austin. Dr. Kotabe served as Vice President of the Academy of International Business in 1997-1998 and was elected a Fellow of the Academy in 1998 for his significant contribution to international business research and education.

JAISMS invites you to a Coffee Talk Lecture

Featuring

**Dr. Masaaki "Mike" Kotabe**

Visiting Professor, JAISMS, East-West Knowledge Leaders Program

***"Global Strategy: When Local Works & Global Fails"***

Introduced by Dr. Ikujiro Nonaka, JAISMS President

Friday, September 25, 2009

6:30-8:00 p.m.

at

Josui Kaikan

Matsukaze no Ma, 3F

2-1-1 Hitotsubashi

Chiyoda-ku, Tokyo 101-0003

Please reply to Dai Sakashita ([dsaka@jp.fujitsu.com](mailto:dsaka@jp.fujitsu.com)) by September 18, 2009.