



CHATHAM UNIVERSITY  
BUSINESS & ENTREPRENEURSHIP

# Global Marketing Strategies: A Successful Business Mindset

**James Chan, Ph.D.**

President, Asia Marketing and Management (AMM)

**Thursday, November 9, 2017**

5:00-6:00 p.m. Networking

6:00-7:00 p.m. Presentation

Chatham University, Mellon Board Room

Refreshments will be provided.

Wine and beer available to those 21+ years old.



# Global Marketing Strategies: A Successful Business Mindset

James Chan, Ph.D., offers insights on global marketing strategies based on his expertise and experience advising more than 100 U.S. manufacturers and service firms since 1981. He will examine the motivation of expansion-minded firms, the challenges they face, their response strategies, and the ways and means by which they achieve export and marketing success over the long term. Using real-life cases not found in textbooks, James Chan outlines the psychological profile of firms that are determined to be winners in this increasingly global marketplace.



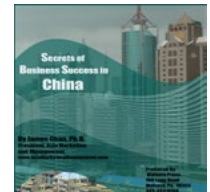
**JAMES CHAN, PH.D.**, is president of Asia Marketing and Management (AMM), a Philadelphia-based consultancy specialized in marketing American-made products and services to China and Asia.

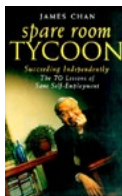
He founded his practice in 1983 after serving as China Area Manager and International Promotion Manager at Academic Press, a subsidiary of HBJ, a Fortune 500 publishing firm in New York. He has consulted with more than 100 U.S. industrial manufacturers, technology firms and service organizations. His clients include Westinghouse Electric Company, Lockheed Martin, Kingsbury, Kodak, 3 Com, Nationwide Insurance, Monitor Aerospace, Glenayre Technologies, Vulcan Spring, ASTM, Lucent Technologies and many others.

National-level trade associations including the Metal Powder Industries Federation (MPIF), Robotic Industries Association (RIA), Optical Society (OSA), Drug Information Association (DIA) and the American Management Association (AMA) have engaged the services of Dr. Chan as conference speaker and seminar leader on doing business in China.

Dr. Chan created the MBA course titled “Global Exporting: Asia Focus” at Villanova School of Business. He teaches a special China and Hong Kong course for the Global Biomedical Service program of the University of Pennsylvania.

An experienced, animated public speaker in three languages—English, Mandarin Chinese, and Cantonese—Dr. Chan is the author of the 60-minute DVD “Secrets of Business Success” published by Malvern Press.





He is also the author of *Spare Room Tycoon*, a book on the life stories of 40 men and women including himself who have turned their personal visions and passions into successful businesses.

Born Wah-Kong Chan in Guangzhou (Canton), China in 1949, James grew up in Hong Kong and received his B.A. in geography and geology from the University of Hong Kong in 1970. He came to America in 1971 and received his M.A. from the University of Chicago (1973) and his Ph.D. from the University of Michigan, Ann Arbor (1977) in world cultural and regional geography. A naturalized U.S. citizen since 1987, James Chan lives and works in Philadelphia.

Visit [www.AsiaMarketingManagement.com](http://www.AsiaMarketingManagement.com) to see Dr. Chan's detailed profile.

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