



Marketing: Planning and Strategy

George T Haley, Ranjit Voola, Mark Wickham Subhash C Jain

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Dr. Subhash Jain is Professor of Marketing in the School of Business Administration at University of Connecticut. Dr. Jain received his Masters of Business Administration and Ph.D. from the University of Oregon, and undergraduate work at University of Rajasthan, India and Stanford Univerisity. He specializes in Global Marketing and Market Planning and Strategy. Currently Dr. Jain is Executive Director for International Business Programs, University of Connecticut; he is a member of American Marketing Association, Academy of Marketing Science and Academy of International Business, Planning Forum. Dr. Jain is a consultant to corporations including NCR, Heinkein, Mead, and UTC and Inernational Institutions such as GATT and World Bank. He has authored seven books, about one hundred papers and is listed in Who's Who in Consulting; Men of Achievement and International Scholars Directory; American Men and Women of Science.

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