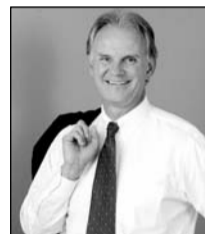


About the Authors

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Dr. Belch's research interests are in the areas of consumer processing of advertising information as well as managerial aspects of integrated marketing communications. He has authored or coauthored more than 30 articles in leading academic journals including: *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Advertising*, and *Journal of Business Research*. In 2000, he was selected as *Marketing Educator of the Year* by the Marketing Educators' Association for his career achievements in teaching and research. He also received the Distinguished Faculty Member Award for the College of Business Administration at San Diego State University in 2003.

Dr. Belch has taught in executive education and development programs for various universities around the world. He has also conducted seminars on integrated marketing communications as well as marketing planning and strategy for a number of multinational companies including Sprint, Microsoft, Qualcomm, MP3.com, Fluor Daniel, Square D Corporation, Armstrong World Industries, Sterling Software, Siliconix, and Texas Industries.

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Apart from articles in business and trade press, he has publications in Indian and international academic journals including *Journal of Business and Industrial Marketing*, *Marketing Intelligence and Planning*, and refereed proceedings of World Marketing Congress.