

About the Authors



Heinz Wehrich is Professor of Global management and Behavioral Science at the University of San Francisco. He received his doctorate from the University of California in Los Angeles (UCLA) and an honorary doctorate from San Martin de Porres University of Lima, Peru. He was a visiting scholar at the University of California in Berkeley and Harvard Business School. His fields of work are management, international management, and behavioral science. Dr Wehrich has taught at Arizona State University, at UCLA, and in various places such as Austria, China, Egypt, France, Germany, Hong Kong, Jamaica, Kuwait, Malaysia, Mexico, Singapore, Switzerland, Taiwan and Thailand. He was also a visiting professor at the Graduate School of Business in Zurich, Switzerland, at the China Europe International Business School (CEIBS) in Shanghai, at Chulalongkorn University in Bangkok, and at Peking University in Beijing.

Dr Wehrich has published more than 70 books, including various editions and translations, and is the author of the classic *Management: A Global Perspective* (which has been translated into more than 16 languages in its various editions) and *Essentials of Management* (also in several language editions), both formerly coauthored by the late Harold Koontz and the late Cyril O'Donnell. *Management* has been a bestseller for many years worldwide including China. Its Spanish-language edition has topped the bestseller list for more than twelve years. Another book, *Management Excellence: Productivity through MBO*, discusses a goal-driven, success-oriented management system. It has been translated into six European and Asian languages. Over 100 of Wehrich's articles have been published in the United States and overseas in several languages in journals such as *Human Resource Planning*, *Journal of Systems Management*, *Management International Review*, *Long Range Planning*, *European Business Review* (in which one of his articles won the most outstanding paper in 1999), and the *Academy of Management Executive*. Dr Wehrich is the author of the TOWS Matrix, a widely used approach for strategy formulation and the analysis of the competitive advantage of nations. His current research interests are in improving the global competitiveness of enterprises and nations, strategic management, managerial excellence, and global leadership.

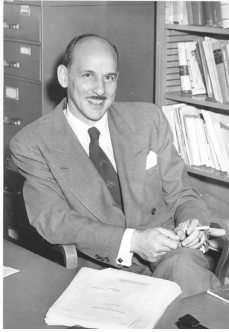
In addition to pursuing his academic interests, Dr Wehrich was active in management consulting as well as executive and organizational development in the United States, Europe, Africa, and Asia. His consulting, business, and teaching experiences include working with companies such as Eastman Kodak, Volkswagen, General Motors (UK), Hughes Aircraft, ABB (Switzerland), Mercedes-Benz, China Resources Co., Guangdong Enterprises (China),

and the Institute Pembangunan Keusahawanan (Malaysia). He has given many speeches on management topics in the United States, Europe, Asia and Mexico. He has been elected as a Fellow of the International Academy of Management, the highest honor conferred by the international management movement. He is also listed in *International Businessmen's Who's Who, Men of Achievement, Dictionary of International Biography, International Leaders in Achievement, Who's Who in California, Who's Who in American Education, Marquis' Who's Who in the West, Who's Who in America, and Who's Who in the World*. More biographical information is published on his web site at www.usfca.edu/fac-staff/weibrichb.



Mark V Cannice, *Ph.D.* is Associate Professor of Entrepreneurship with the University of San Francisco School of Business and Management, and the Founder and Executive Director of the University of San Francisco Entrepreneurship Program (rated among the top 25 entrepreneurship programs in the United States by Princeton Review and Entrepreneur Magazine 2006). Dr. Cannice also founded and directs the USF International Business Plan Competition (www.BusinessPlanCompetition.org) and the Hong Kong University of Science and Technology International Business Plan Competition (www.ChinaBusinessPlanCompetition.com), considered two of the top graduate student entrepreneurship contests in the world. Professor Cannice works closely with many Silicon Valley Venture Capitalists and publishes a quarterly report on Silicon Valley Venture Capitalist confidence in the future high growth venture environment which is reported globally on the Bloomberg Financial Services Network in over 200,000 organizations (Bloomberg ticker symbol: USFSVVICI) and has been featured on CNBC TV, Business Week, and numerous other print and on-line media. He publishes a similar quarterly report for China Venture Capitalist confidence (Bloomberg ticker symbol: CVCCD). Professor Cannice has published in many leading academic and professional journals (e.g. *Management International Review, Journal of High Technology Management Research, Thunderbird International Business Review, Ivey Business Journal, Advances in International Marketing, and Entrepreneur Magazine*, among others) and presented his original research to conferences around the world. He is also the founding co-chair of the San Francisco-Silicon Valley Global Entrepreneurship Research Conference that has featured scholars of entrepreneurial research from six continents and is the co-founder and editor-in-chief of the *Silicon Valley Review of Global Entrepreneurship Research*. Dr. Cannice has advised governments from Asia and Latin America on entrepreneurial education, and has been a Visiting Associate Professor at the Hong Kong University of Science and Technology (2006) and Peking University (2005). He has been recognized by the USF School of Business and Management for outstanding research, teaching, service, and student advocacy and support. He founded his own company, Pacific Business Development, Inc., an international trading firm. He also served 9 years as a Naval Flight Officer in the U.S. Navy – most notably as a Patrol Plane Mission Commander throughout the Pacific, and was promoted to Commander in the U.S. Naval Reserves. He holds a

Ph.D. and M.S. from Indiana University Kelley School of Business, an MBA from USF, and a B.S. from the United States Naval Academy (*Annapolis*). Please find more on his published research at: http://www.usfca.edu/sobam/faculty/cannice_m.html, and more on the USF Entrepreneurship Program at: www.EntrepreneurshipProgram.org.



Harold Koontz was active as a business and government executive, university professor, company board chairman and director, management consultant, lecturer to the top management of organizations worldwide, and an author. From 1950 he was Professor of Management and from 1962 Mead Johnson Professor of Management at UCLA; from 1978 to 1982 he was World Chancellor at the International Academy of Management. He was the author or coauthor of 19 books and 90 journal articles, including this book, which was originally called *Principles of Management*. His *Board of Directors and Effective Management* was given the Academy of Management Book Award in 1968.

After his doctorate at Yale, Dr Koontz served as Assistant to the Trustees of the New Haven Railroad, Chief of the Traffic Branch of the War Production Board, Assistant to the Vice-President of the Association of American Railroads, Assistant to the President of Trans World Airlines, and Director of Sales for Convair. He acted as management consultant for, among others, Hughes Tool Company, Hughes Aircraft Company, Purex Corporation, KLM Royal Dutch Airlines, Metropolitan Life Insurance Company, Occidental Petroleum Corporation, and General Telephone Company. Professor Koontz's honors included election as a Fellow of the American Academy of Management and the International Academy of Management and a term of service as President of the former. He received the Mead Johnson Award in 1962 and the Society for Advancement of Management Taylor Key Award in 1974 and is listed in *Who's Who in America*, *Who's Who in Finance and Industry*, and *Who's Who in the World*. He passed away in 1984.