

Dominique Xardel

Professeur, Département Marketing

Directeur du Développement Extérieur

Professor, Marketing Department

Director of External Affairs



Formation / Education

Doctorat, Université Paris IX - Dauphine.

Publications principales / Representative Publications

Livres/Books

- 📖 *Le commerce électronique.* (avec P. Reboul) Eyrolles.
 - 📖 *Megabases, le marketing du toucher juste..* (avec H. Pointillard) Village Mondial, 1996.
 - 📖 *Au-delà des cultures.* (avec R. Moran) Paris: InterEditions, 1994.
 - 📖 *Management Interculturel, Modes et Modèles.* (avec F. Gauthey) Paris: Economica, 1993.
 - 📖 *The Direct Selling Revolution.* Blackwell, 1993. Translated in Chinese.
 - 📖 *Marketing et réseaux d'entreprises.* (avec G. Cestre) Paris: PUF, 1993.
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Articles

- 📖 "Direct Marketing and Direct Selling: In Search of Synergies," *DMA-DMEF*, 1997.
 - 📖 "Interrelation Logistique et Marketing dans les entreprises de Marketing Direct," *IHEL*, 1996.
 - 📖 "Catalogs and Direct Selling Organizations," *DMA-DMEF*, 1996.
 - 📖 "Challenges and Pitfalls for Direct Mail Across Borders," *The Journal of Direct Marketing*, July, 1996.
 - 📖 "Strategies for European Catalogs," *The Journal of Direct Marketing*, July, 1994.
 - 📖 "Harvard mode d'emploi", *Revue Française de Gestion*, juillet, 1994.
 - 📖 "Au coeur de la Harvard Business School", *Revue Française de Gestion*, juillet, 1993.
 - 📖 "French in Business Thought and Literature," *The International Executive*, Volume 34, 1992.
 - 📖 "Donner le réflexe interculturel", *Le Monde*, mai 1991.
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Expérience professionnelle / Professional Experience

Academic Director, Master of Science in Marketing Management (M.S.M.M), GROUPE ESSEC, 1992-1998.

Director of International Affairs, MBA, GROUPE ESSEC, 1996 to 1998.

General Director, E.I.A., Marseille, 1988 to 1992.

Member, Editorial Board, The International Executive, 1992 to 1998.

Member, Editorial Board, The Journal of Direct Marketing, 1990 to 1998.

President, Association Européenne du Management Interculturel (AEMI), 1989-1991.