

## **Svend Hollensen, Ph.D.**



Svend Hollensen is an Associate Professor of International Marketing at University of Southern Denmark (Mads Clausen Institute in Sønderborg). He has practical experience from a job as International Marketing Coordinator in a large Danish multinational enterprise as well as from being International Marketing Manager in a company producing agricultural machinery.

After working in industry he received his Ph.D. in 1992 from Copenhagen Business School (CBS).

He has published articles in international journals and is the author of *Marketing Management - A Relationship Approach*, published by Financial Times / Prentice Hall in 2003 as well as *Global Marketing – A decision-oriented approach*, which was published in third edition by the same publisher in 2004. This book has been translated to both Chinese and Russian. In July 2005 he published his latest book “Marketing Planning – A Global Perspective” on McGraw-Hill Education.

Svend Hollensen has worked as a business consultant for several multinational companies, as well as global organizations like World Bank.

### **Publications:**

Among others Svend Hollensen has published these world-wide sold textbooks with the titles:

[Global Marketing – A decision-oriented approach:](#)

Financial Times / Prentice Hall, Third Edition, 2004 (ISBN 0-273-67839-6).

This book has recently been translated into Chinese and Russian

[Marketing Management - A relationship approach](#), Financial Times / Prentice Hall, 2003 (ISBN 0-273-64378-9)

Marketing Planning – A Global Perspective, McGraw-Hill Education, UK, 2005 (ISBN 0-07-710418-8)

**Contact:**

University of Southern Denmark, Mads Clausen Institute, Grundtvigs Alle 150, DK – 6400

Soenderborg