

# Dr Linden R Brown

## CHAIRMAN

### MARKETCULTURE STRATEGIES

#### ABOUT LINDEN

Linden Brown has published 16 books, all in the field of marketing, strategy, and leadership. This includes 7 editions of the No. 1 selling Australian university textbook, *Marketing*, with Professor Philip Kotler, the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

Linden is currently chairman and co-founder of MarketCulture Strategies Inc., a Silicon Valley company focused on measuring the level of customer-centricity of organizations and the associated risks and opportunities. His research with his MarketCulture team has resulted in a unique tool for measuring and benchmarking the level of customer centric behaviors of organizations against a worldwide database.

He has engaged in a wide variety of consulting and corporate education programs in the United States and Australia. He has worked with a number of large businesses including Ericsson, Hewlett Packard, Bell Canada, Telstra, Fairfax Media, BlackRock, Ergon Energy and Speedo.

He also has extensive experience as a consultant in a range of industries — computer products and services, telecommunications, banking, retailing, hotels, building products, steel and minerals, and the education industry. As a business practitioner, he has initiated and developed a number of businesses in the transport, printing and food marketing areas, all of which operate successfully today.

#### ACADEMIC CREDENTIALS

Linden's first degree in economics and accounting was followed by a Ph.D in marketing from the University of New South Wales (UNSW) in Sydney, Australia. He taught MBA students in marketing at UNSW (1985-1995) and was appointed Adjunct Professor of Marketing at UTS 1996-2005. His academic appointments include Visiting Professor at INSEAD (France) in 1999 and Visiting Professor at Cranfield University, England from 2000-2003. He is currently an Advisor to Professor Philip Kotler's global MBA and DBA programs offered through the Kotler Business School.

#### LATEST BOOK

**His latest book, *The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance*, January 2014** with Chris Brown, is a unique guide to help organizations measure and chart a roadmap to strengthen customer centricity.



#### BOOKS

*Competitive Marketing Strategy*,  
Thomas Nelson now Cengage Learning  
– Linden Brown is Sole Author.

*Competitive Marketing Strategy  
for Europe* MacMillan Publishing,  
UK – Linden Brown is co-author with  
Professor Malcolm McDonald, Cranfield  
University, England.

*Marketing*, Pearson Education – Linden  
Brown is lead Australian Author on 7  
Editions for the Australian market with  
Professor Philip Kotler, Northwestern  
University, USA.

*International Marketing*, Pearson  
Education, Australia – Linden Brown  
is co-author with Professor Richard  
Fletcher, University of Western Sydney.



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